

**GO YOUN JUNG**

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**20  
24**

**A YEAR IN REVIEW**

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by Go Youn Jung Pilipinas



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# A FEW WORDS

## before we start

Last year, 2023, what began as a simple compilation of Go Youn Jung's activities and achievements evolved into a magazine-like showcase of everything she accomplished, from the first day of the year to the last. Needless to say, we've witnessed the emergence and beginnings of a top star—a career with the potential to become truly monumental. Wouldn't it be wonderful to have something to look back on as we watch Youn Jung grow into one of the best in the industry?

And so, we bring you the second edition of Go Youn Jung: A Year in Review. Written, designed, and edited by none other than us, the admins of Go Youn Jung Pilipinas. We've always believed in artistic expression fueled by our love and support for dear Jungie (or at least, we try). Our goal is simple: to compile an annual record that her fans can revisit from time to time—or even serve as a guide for new fans to discover what she has accomplished and achieved.

Everything you'll read here is all about GO YOUN JUNG, and we hope you'll appreciate this collection as much as we appreciate her.

Do enjoy!

— GYJP admin

# 2024 Brand Reputation

## JANUARY

Actor Brand Reputation	12th
Movie Actor Brand Reputation	9th
Star Brand Reputation	Top 100

## FEBRUARY

Actor Brand Reputation	11th
Movie Actor Brand Reputation	3rd
Star Brand Reputation	Top 100

## MARCH

Actor Brand Reputation	15th
Movie Actor Brand Reputation	5th
Star Brand Reputation	Top 100

## APRIL

Actor Brand Reputation	16th
Movie Actor Brand Reputation	22nd

## MAY

Actor Brand Reputation	12th
Movie Actor Brand Reputation	9th
Star Brand Reputation	Top 100

## JUNE

Actor Brand Reputation	19th
Movie Actor Brand Reputation	13th

Go Youn Jung's brand presence remains remarkable, even without starring in an ongoing drama in 2024. She has consistently maintained her position in the Brand Reputation Rankings.

# 2024 Brand Reputation

## JULY

Actor Brand Reputation	8th
Movie Actor Brand Reputation	13th

## AUGUST

Actor Brand Reputation	22nd
Movie Actor Brand Reputation	6th
Star Brand Reputation	Top 100

## SEPTEMBER

Actor Brand Reputation	17th
Movie Actor Brand Reputation	5th

## OCTOBER

Actor Brand Reputation	19th
Movie Actor Brand Reputation	22nd
Star Brand Reputation	Top 100

## NOVEMBER

Actor Brand Reputation	23rd
Movie Actor Brand Reputation	18th
Star Brand Reputation	Top 100

## DECEMBER

Actor Brand Reputation	30th
Movie Actor Brand Reputation	17th
Star Brand Reputation	Top 100



# JANUARY

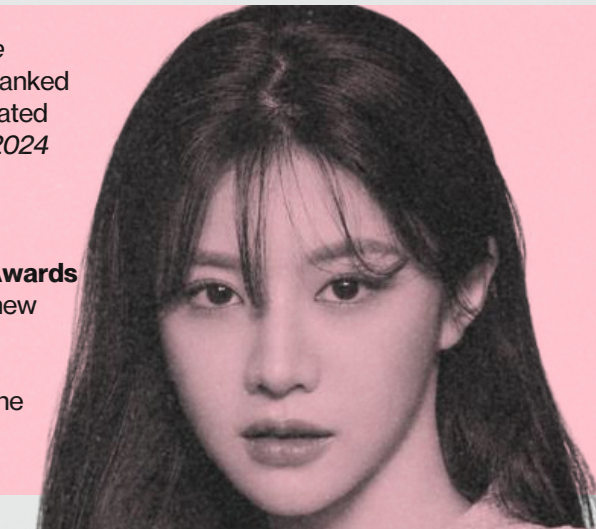




Go Youn Jung's 2024 began with high expectations. **Cine21** named her both *New Female Actress* and *Female Actress to Watch in 2024* (alongside superstar IU). Additionally, they ranked **Moving** as the 2nd Best Content of 2023 and **Resident Playbook** as the 5th Most Anticipated Content of 2024. She also secured the top spot on the list of *Anticipated Rising Actors of 2024* according to entertainment industry insiders, who remarked, "I look forward to her future because her acting skills are as good as her looks."

Continuing to uphold her trusted brand image, Go Youn Jung won the **2024 First Brand Awards in the Rising Actress category**. Expanding her presence in advertising, she became the new face of the fried chicken franchise **Puradak**, succeeding actor Jung Hae In.

In terms of acting, she appeared as Death in **Death's Game Part 2**, and her first still from the highly anticipated medical drama **Resident Playbook** was also released this month.



MILKID /

2024 ENTER TAINMENT TREND

1위 <안녕하세요>  
2위 <이웃집>  
3위 <이웃집>  
4위 <이웃집>  
5위 <이웃집>

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# FEBRUARY





**Flora**, Youn Jung's baptismal name, was revealed for the first time in February when her agency, MAA, officially took over the Daum fan café, making it the official fan community. The fan café served as a bridge between her and her fans, where she occasionally posted Q&As, shared small updates, and left heartfelt messages.

Her list of advertisements continued to expand this month, starting with her announcement as the new model for the facial product brand **Goodal** and the hair styling brand **Vodana**. She also featured in the Spring/Summer campaigns for her existing brands, **Marithé** and **Discovery Expedition**.

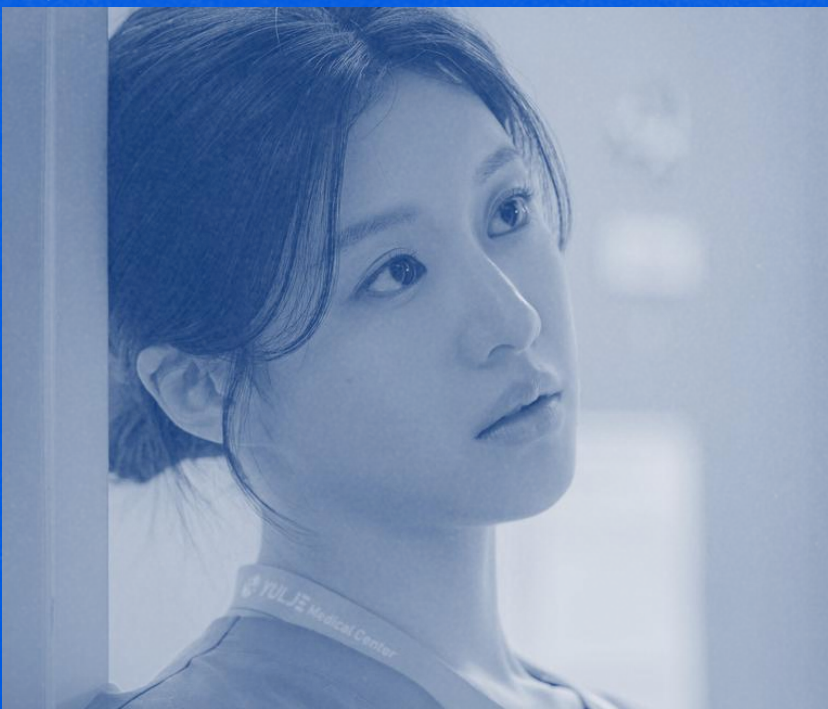
The first teaser for **Resident Playbook** was released, offering a glimpse of the full cast, along with a new still of Dr. Youn Jung during Netflix's 2024 lineup reveal. tvN also named her one of the *Next Generation Stars*. However, this period was also marked by challenges, as the ongoing medical strike in South Korea threatened to delay the broadcast of the highly anticipated medical drama. Meanwhile, Youn Jung's potential involvement in the new Hong sisters' drama, **Can This Love Be Translated?**, was briefly mentioned, though it remained unconfirmed.

Additionally, she topped the list of *2024 Screen Prospects* selected by entertainment industry officials.



공식팬카페 · 스타

배우 고윤정 팬카페



# MARCH





*"Despite initially gaining attention for her looks, she has proven her stable acting skills and, in under five years, firmly established herself as a leading actress. By showcasing a new side of herself in each genre, **Go Youn Jung** continues to expand her range."*

For their 29th anniversary, **Cine21** featured a special issue (No. 1450) titled "WHO IS NEXT?". This spotlighted 50 individuals representing the present and future of the Korean entertainment industry, and our beloved actress was, of course, among the distinguished names on this illustrious list.

This recognition was high praise from industry experts, who emphasized that she had built a reputation as a reliable leading actress in just five years. The timing was perfect, as it coincided with the five-year anniversary of her acting debut in **He is Psychometric**. The milestone, celebrated on March 11th, saw Youn Jung receiving warm wishes and thoughtful gifts from friends and her devoted fans.

Adding to her growing list of endorsements, she became the face of **Easy Tomorrow** (also known as **Sangkwaehwan**), a popular hangover relief product manufactured by Samyang, one of South Korea's largest food companies.

Amid her hard work filming **Resident Playbook**, more updates emerged about the romantic-comedy drama **Can This Love Be Translated?**, with filming reportedly set to begin in June.

APRIL



# Youn Jung's Month

Our actress celebrated her 28th birthday during this month. Receiving gifts from her continuously growing fanbase and even getting so much love from her brands.

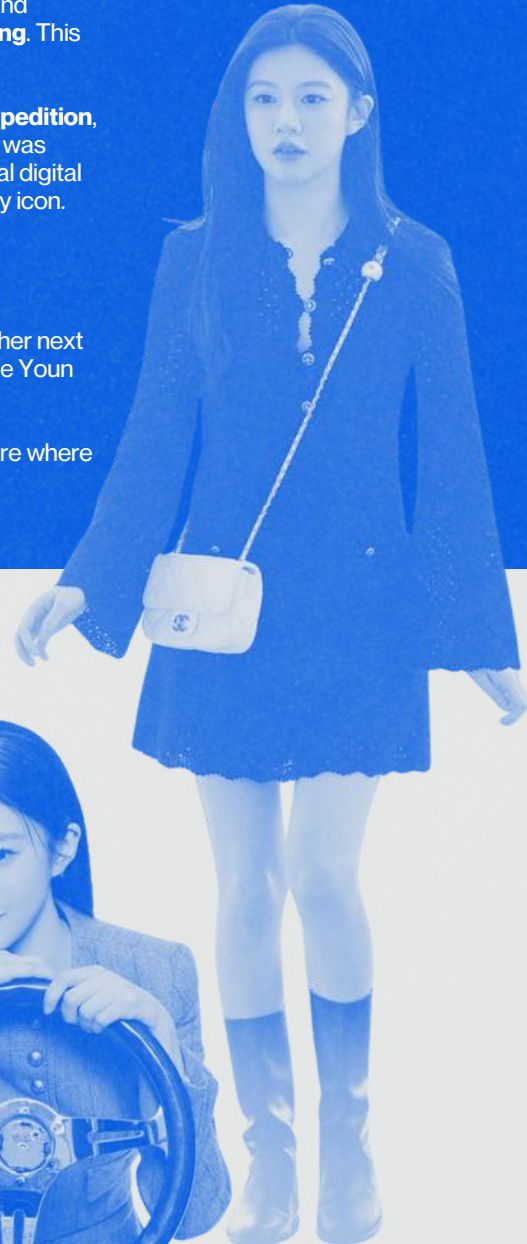
Such a fruitful month it was. She reached another Instagram milestone with seven million followers and earned a *Baeksang Best New Actress for TV series* nomination for her role of **Jang Hee Soo** in *Moving*. This was her second Baeksang nomination overall.

An en masse of contents from her brands kept flowing, with campaigns from **Marithé**, **Discovery Expedition**, and even an update on her **Carrot Insurance** ads. She added another notch to her ads list when she was announced as the new model for **Nonghyup Bank**, which also includes **NH Card**. **Elle Korea's** special digital edition, featuring **Ryo**, boasted her beautiful, healthy hair and further cemented her status as a beauty icon.

The rising star that she is, she ranked *36th* on the *2024 Forbes Korea Power Celebrity 40*.

With the still *on-going medical strike*, **Resident Playbook** promotional content was halted and it was mentioned that the cast and crew had to film two versions of the drama. On the bright side of things, her next drama **Can This Love Be Translated?** was picked up by the Global OTT service **Netflix**. It will reunite Youn Jung with the Hong Sisters who also wrote **Alchemy of Souls**.

To end this month brilliantly, much to the surprise of her fans, was her first publicised airport departure where she was bound for France to attend **Chanel's 24/25 Cruise show** in Marseilles!



**7 MILLION**  
Instagram followers

MAY



20  
24

Youn Jung started out May with her *first* international event in Marseille, France. She attended **Chanel's 24/25 Cruise** show, her first activity after being named as *one of their ambassadors*. We saw her getting exposure from the show's activities including joining the panel of **Radio Chanel** where she is sat along Hollywood celebrities like Tessa Thompson and Sadie Sink. It's a great peek to what her future would be, a high regard being one of the ambassadors of one of the most known high luxury brands in the world.

Not long after her Marseilles trip, we saw her reunited with her **Moving** family during the 60th Baeksang Arts Awards, she unfortunately did not win the Best New Actress but **Moving** took home *the biggest award*, the **Daesang (Grand Prize)**. A recognition highly deserved for this brilliant and unique series production of which our actress is proudly part of.

Youn Jung also won another brand award, a second for the year, the **2024 Brand Customer Loyalty Award Female Actress (Hot Trend)**. This established more how the Korean public sees her as a brand endorser they can fully trust.

A month filled with milestone events, she had also completed in the air and by then it was most likely not releasing in 2024.

filming **Resident Playbook**, the drama's release still up



JUNE





With **Resident Playbook** having just finished filming on the last day of May, cast and crew took to social media later in sharing that our beloved actress had provided a coffee truck during that last day. To add to this already heartwarming gesture, Youn Jung showed her appreciation to all of them by drawing each of them on the stickers. Officially delayed, the drama is still one of the most anticipated.

Following her announcement, she had her first official photoshoot as **Chanel ambassador** with **Marie Claire Korea** for their July 2024 cover. She had one digital and three print variants in all, wearing their 2024 *Métiers d'art* collection inspired by British music culture. It also had an interview where she shared, *"The moment I became the new of face of Chanel and will be working together with them, I felt a sense of belongingness and responsibility."*

The rest of her brands have also released new campaigns including **Discovery Expedition** for their summer collection, **NH Bank** new images, and **Puradak** introducing their dips.

With awards season still ongoing Go Youn Jung gets nominated for the **3rd Blue Dragon Series Awards** while **Moving** earned a total of 7 nominations: Best Drama, Best Actor, Best Actress, Best Supporting Actor, Best Supporting Actress, *Best New Actress*, and Best New Actor.

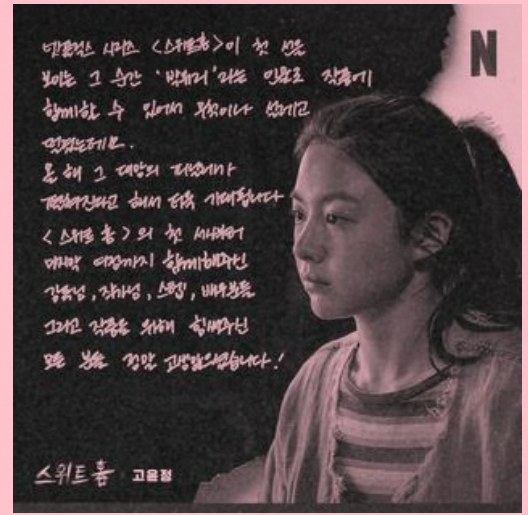
Last and definitely not the least, the last week of June offered more exciting news as she showed up unannounced at the airport for overseas filming in **Japan**. It was days after that when **Netflix** officially confirmed the drama **Can This Love Be Translated?**, with script reading photos. Dubbed to be the next big global romcom sensation the drama stars Kim Seon Ho, Sota Fukushi, Lee E Dam and Choi Woo Sung.



JULY



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*“This is rookie actress Go Youn Jung. Firstly, thank you to our Moving directors Park In Je and Park Yoon Seo, Writer Kang Full, Mom & Dad, my seniors, Bongseok’s mom, Bongseok’s dad, Kang Hoon, Ki Soo, Han Byeol. I think about you a lot. And to my family, MAA family members thank you so much. I will work hard thinking that this is an award given to me for working hard. Thank you.”*

July is a very special month, not only did **Moving** come home with another **Daesang (Grand Prize)** but our Jungie won **Best New Actress for the 3rd Blue Dragon Series Awards**. Us fans have always waited this moment: for her to win an award and go onstage to give a speech. It did have a funny moment upon seeing her reaction when her name was announced. Despite that it was visible among the Moving family that surrounded her and on her as well, how much this award meant to her. It also meant a lot to us who have supported her for so long, knowing that she deserves this award and so much more especially for the role of **Jang Hee Soo**. Out of all moments in the year, this is one of the best and most memorable.

It is also worth mentioning that **Moving** yet again is nominated for another award, this time for the Seoul Drama International awards. **Ryo** also briefly mentioned that their advertisement starring Youn Jung won a **Grand Prize**. \

Aside from all these awards entire month continued with contents from brands and she was, as usual, busy filming the Hong sis rom-com **Can This Love Be Translated?** wherein it was this month that the first leg of the overseas filming happened in Japan. Around this month **Sweet Home** ended with season 3 and Youn Jung, being one of the casts in the first season had written a goodbye letter thanking everyone involved in the production.



# AUGUST





# — SEPTEMBER —



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September brought on a new season, the Fall/Winter season, which meant most of her brands like **Marithé** and **Discovery Expedition** again released a new collection featuring our ever eye-catching model **Youn Jung**. During this month she also won her **third** brand award: **2024 Brand of the Year Awards Advertising Model (Female)**.

Award-winning hit **Moving** continued its awards run when Director Park In Je received his Best Director award while Studio & New Executive Producer Lee Seung Won received the **Best Drama** award (which is shared with Queen of Tears) during the Seoul Drama International Awards 2024 ceremony.

The Directors Guild of Canada Alberta released the production details of **Can This Love Be Translated?**. This was the time when it seemed likely the English title for the drama would be **'Love in Translation'**. As with this our top actress was indeed doing the second round of overseas filming in Alberta, Canada where she and along with the cast were sighted by the locals.



Coffee Truck Support from International fans



# OCTOBER





Our top actress continues to stay busy, but the content keeps flowing! Many of her brands have treated fans to new collections and photoshoots featuring Youn Jung. Notably, Samyang Corporation's hangover relief brand **Sangkwaehwan** recorded the highest online consumer interest among major domestic hangover relief brands in the third quarter of this year. One reporter even attributed this success to the “*Go Youn Jung effect*” highlighting her exceptional ability as an endorser to attract widespread attention and boost product sales.

**NH Card** also announced that her **ZGM** ad has surpassed *40 million views* on YouTube, making it one of the most-watched videos on their channel.

Filming for **Can This Love Be Translated?** continued in Canada this month. The cast and crew were spotted in various locations across Alberta, including Calgary, Canmore, and the breathtakingly scenic areas of Banff, such as Lake Louise.

By some incredible providence, Youn Jung also had the chance to witness the *Aurora Borealis* not once but twice during her overseas filming. Naturally, she shared this magical experience with her fans on Instagram. The photos she posted were stunning and surreal, leaving everyone in awe. Somehow, this feels like a beautiful sign for our actress—that only good and extraordinary things lie ahead for her.

# — NOVEMBER —





**Youn Jung** starred in new ads for her brands, **Puradak** and **Easy Tomorrow**. Aside from that **Marithé** recently opened their first global flagship store in Hong Kong featuring their brand ambassador **Youn Jung** on a tram for promotion! A great work that would surely boost her Global exposure especially in the months to come.

She also graced the **Elle Korea** digital cover for **Chanel**, showcasing the *24/25 Cruise* collection from show, which she attended in Marseille back in May. The feature included an interview wherein one of the things she said was, *'If there's a part of myself I want to keep 10 years from now, it's the part that enjoys everything. I don't want to approach work with negative thoughts or energy. I hope to always love and enjoy each moment.'*

It was also during this month that she went to **Italy**, the third overseas location for **'Can This Love Be Translated?'**



# DECEMBER





As we reach the final month of the year, our top actress has once again proven her dedication to her craft. She continued her overseas filming for **Can This Love Be Translated?** in the stunning regions of Lazio and Umbria, Italy. Notably, most sightings were in the charming city of Perugia. Shortly after wrapping up, she returned home safely, albeit later than her co-stars. This has led fans to speculate that she might have stayed back for an additional photoshoot. (And we think it could possibly be for **Chanel** after she shared photos on Instagram.)

Then, Jungie surprised us twice!

**First Surprise:** A cameo in **Light Shop**, a Disney Plus drama created by Kang Full — the same visionary behind **Moving**. Fans were thrilled to see her don her school uniform once more as **Jang Hee Soo** made a brief but impactful return in a post-credit scene. This moment felt like a promise, a teaser that we'll see her again in **Moving Season 2** when it's ready.

**Second Surprise:** Something fans had been hoping for—a glimpse of her childhood! Thanks to a fan's gentle reminder on her fan cafe, Jungie kept her word and asked her mother for a childhood photo to share. Seeing baby Jungie was nothing short of heartwarming. Her youthful smile was unmistakable, and it was amazing to see how much the child Jungie resembles the adult Jungie we adore. Sharing this felt like a heartfelt Christmas gift to her fans, and we couldn't be more grateful.

# Thank You!

## for reading

If you've made it to this part, then you've either read through everything (or maybe just scrolled past, haha). Either way, we deeply appreciate you for taking the time.

As we wrote this, a sense of elation washed over us, realizing just how much Youn Jung has accomplished—day by day, week by week, month by month—for the entire year. While we've only highlighted some key moments, we know the full extent of her hard work and dedication. We are so grateful for her—for everything she has given us.

As we step into the new year, we're excited to see her shine once more in 'Resident Playbook' and 'Can This Love Be Translated?' We've missed seeing Youn Jung on our screens, and the anticipation only grows stronger. Let's continue to cheer her on, to hope for the best for her, and most importantly, to love and support Go Youn Jung with all our hearts.

Let's claim it together: 2025 is going to be her year.

— Go Youn Jung Pilipinas

*Go Youn Jung*



2023

A YEAR IN REVIEW

by GO YOUN JUNG PILIPINAS

## GO YOUNJUNG

1996. 4. 22

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	NETFLIX Series (pending release)
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, PURADAK CHICKEN, VODANA, GOODAL, SANGKWAEHWAN, NH BANK, NH CARD, CHANEL