

‘If you can’t beat’ em, Join’ em’

Pepero Helps to Promote Turn Toward Busan



Do you know Pepero? Pepero, which means ‘thin and long’ in Korean, is an elongated stick snack coated with chocolate. It is similar to a pencil shaped pretzel and very popular in Korea.

November 11th is well known as Pepero Day in Korea. The exact origins of this day are unknown. It is held on this day due to the resemblance of Pepero sticks, which are vertical 11/11.

Pepero Day is held annually on November 11, and is an observance in South Korea similar to Valentine’s Day. It involves the gifting or exchange of Pepero snacks, a line of chocolate-dipped cookie sticks, with the intention of displaying affection for friends and loved ones. Korean Pepero Day is so popular in Korea. Lotte Confectionery, which first made Pepero, is actively using Pepero Day for sales marketing. But Pepero Day has been criticized for being a business tool and a marketing strategy of certain companies, as well as for promoting unhealthy, fattening food.

Using the date similarity, Pepero helps to promote the November 11 Turn Toward Busan ceremony. ‘If you can’t beat’ em, join’ em’ This pleasant and unique promotion began two years ago with the idea of a public official working at Namgu Office, where the UN Cemetery is located. He came up with this interesting idea when his young son wanted to eat Pepero at the store.

Park Jaebem, mayor of Nam-gu, sent a sincere letter with the idea to Myung-Ki Min, CEO of Lotte Confectionery, and CEO Min accepted it. Namgu District and Lotte Confectionery found a way to bring Turn Toward Busan to the attention of youths all across the nation by using Pepero.

Following last year, Lotte Confectionery has produced 500,000 specially wrapped pepero packages



being sold in retail stores on Pepero Day. The packages are imprinted with advertisements promoting the Turn Toward Busan ceremony.

In addition, The Nam-gu District and Lotte has already sent 400 gift boxes containing pepero candy, face masks and letter of appreciation to veterans in three nations by ship. Due to COVID-19, pepero gifts were sent only to Australia(for the 60th anniversary of diplomatic relations), the Netherlands(for the 60th anniversary), and Belgium(for the 120th anniversary), which have special meaning for Korea this year



Kim Yoo-jung, the son of a Nam-gu Office employee who triggered the idea of using Pepero to promote the Turn Toward Busan ceremony, is eating a Pepero stick.



The ‘wooden soldier’ above is a main character of a short animation film ‘Going Home’. The film is made by Nam-gu Public District Office to commemorate the 50th memorial day of The Korean War.

Namgu District, Produced an Animation For The Fallen

Namgu, where the UN Cemetery is located, has been creating many various and interesting programs for UN veterans of the Korean War. The district office’s slogan is also designated as ‘the World Peace Special Zone’.

Namgu District especially produced a special animation, “The Wooden Soldiers,” for the 50th anniversary of the Korean War, 20 years ago. The English title of the wooden soldier is ‘This kind of going home’.

The animation retrospectively focused on the meanings of the forgotten war and sent a message of friendship and peace to the world. It reminded

me of old wartime fellow soldiers’ battlefields and units. Even if they’re enemies, it spreads peaceful minds by refocusing their feet and making people aware of the importance of peace and freedom.

The animation was made by Nam-gu with its own budget. A few years ago, Nam-gu switched the animation from VHS video film to digital and uploaded it to YouTube and Facebook. You can watch it for free on YouTube. The movie has English subtitles.

