

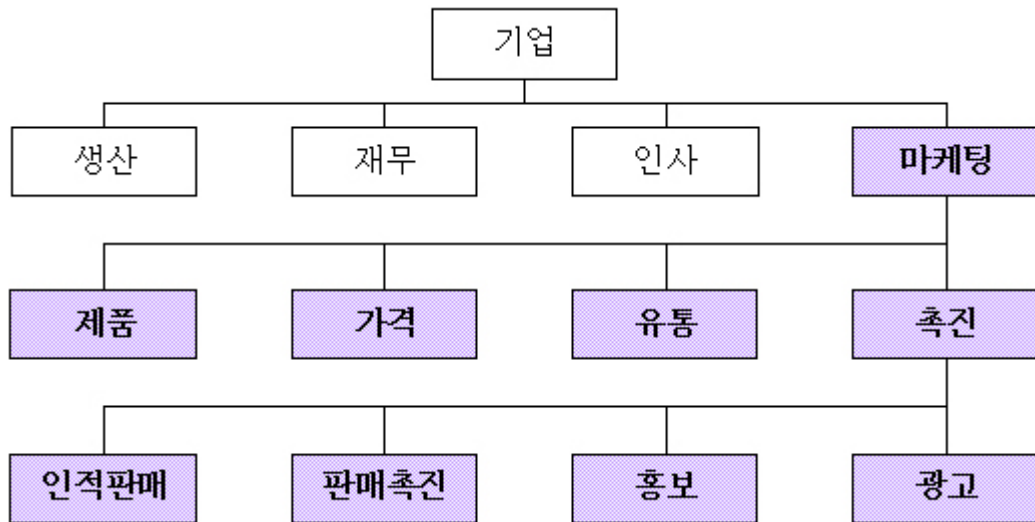
# KGDC 2002

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PR(Public Relations)

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PC - ( )

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3D

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PS2 - ( / - X ) ( X ) 가 PS2 100

가 가 PS2 가 100 , 10% 10 ,

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5.

Close Beta					
Open Beta					
PR	Magazine/Webs /TV Programs	~			
Ad	Magazine AD	~			
	Web AD		~		

	Newspaper AD		~			
	Bus AD		5~6月May~ June			
	CF AD	Script	(Content)			
			(Shoot)			
		Schedule	5月May			
			6月June			
			7月July			
	8月August					
			9月September			
Events	Spokesperson		(Survey)			
			(Confirm)			
	Close_beta Events		(Member Register)			
			(Web Event)			
	Open_beta Events	Game Software		CD		
				CD		
				CD (Make Disk)		
		Launch Conference		(Place Confirm)		
				(Media List)		
				(Confirm)		
				(Guest Invitation)		
				(Invitation Letter)		
			(Process)			

		(Design)		
		(Bag/Gift)		
		(Launch)		
	(D/L Web)			
	(Member Register)			
	PC	(Game Room Event)		
	(Road Show)			
	(CVS Event)			
	가 EXPO/SHOW	(KAMMEX)		
		(E3, ECTS, TGS)		
	Sales Kits	(POP)		
		(Stand Poster)		
		(Poster)		
		(Sticker)		
		(Others)		
		(POP for Game Room)		
	TV	(Survey)		
		(Decision)		