



Post - Internet Marketing

Ad  Digital



- . **Internet Marketing**
- . **Post - Internet Marketing Trend**
- . **Post - Internet Marketing**
- .



가

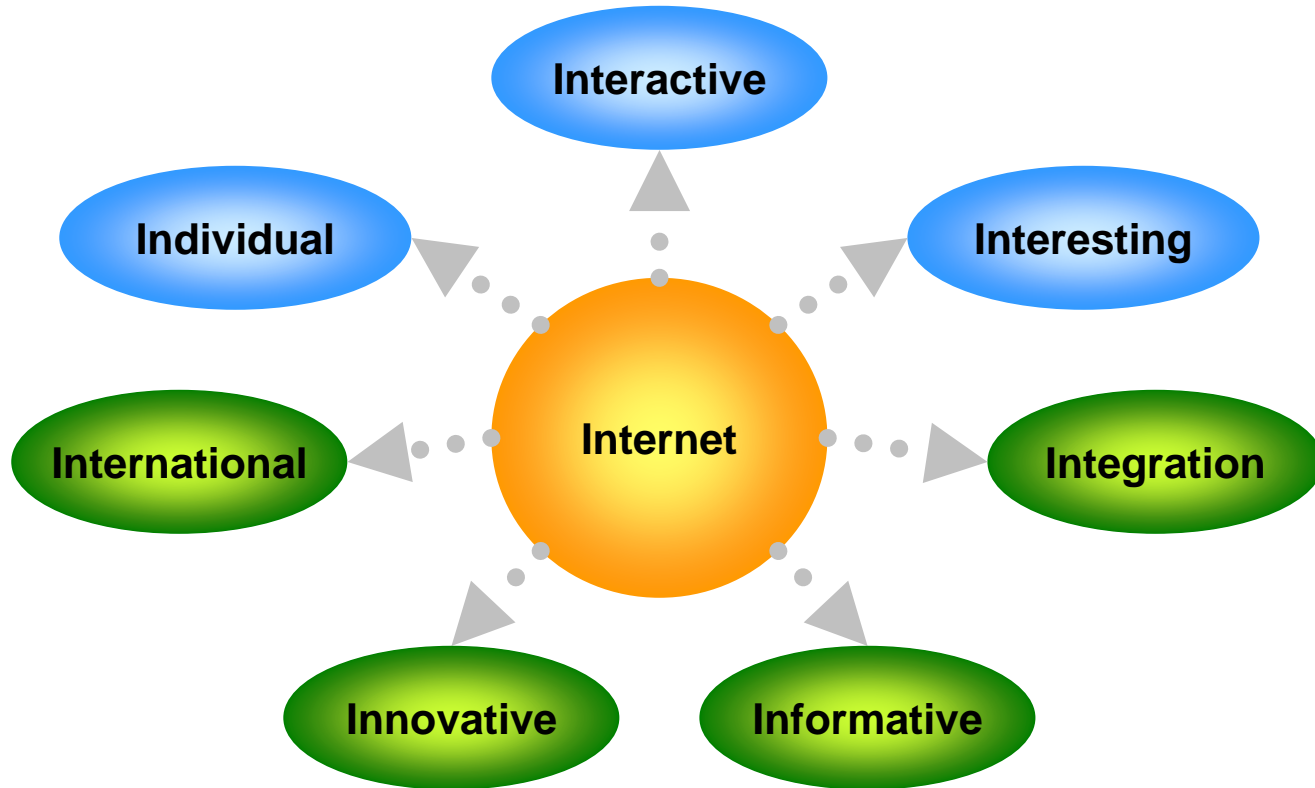
Paradigm

▪

. Internet Marketing



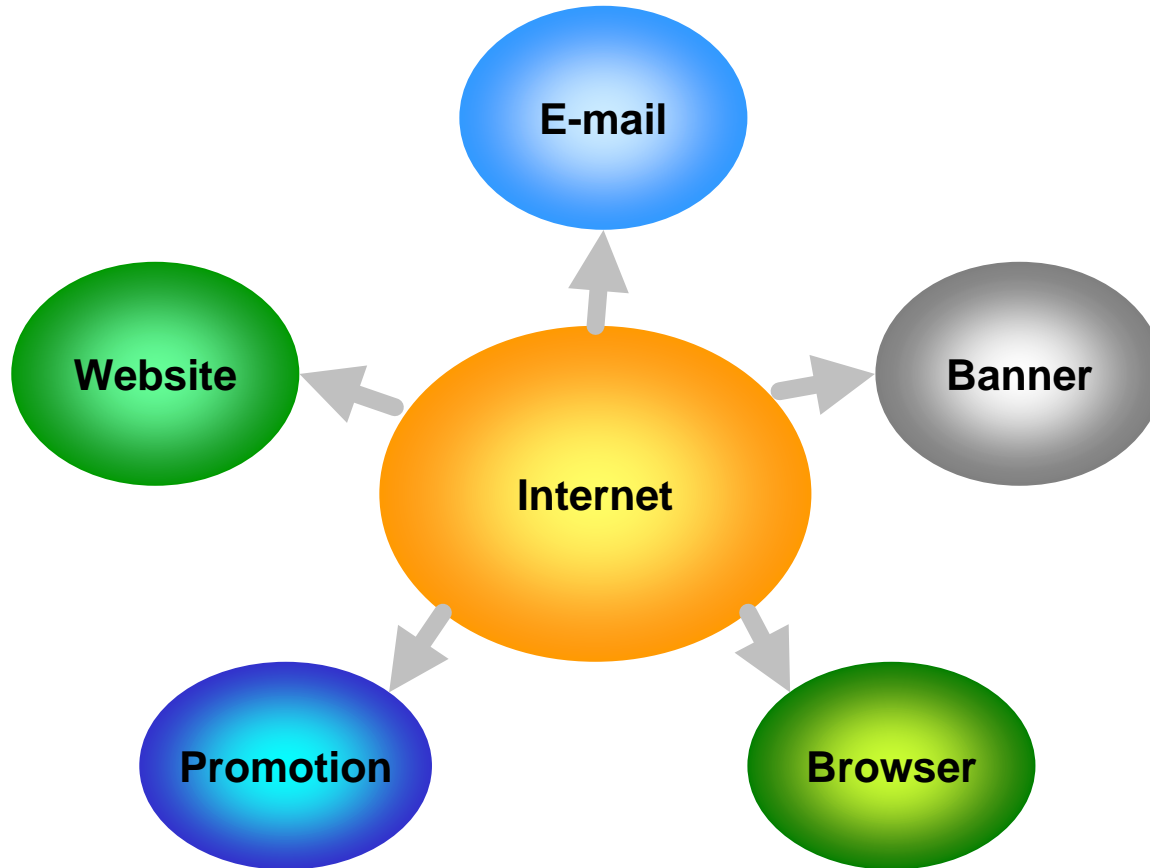
Internet



. Internet Marketing



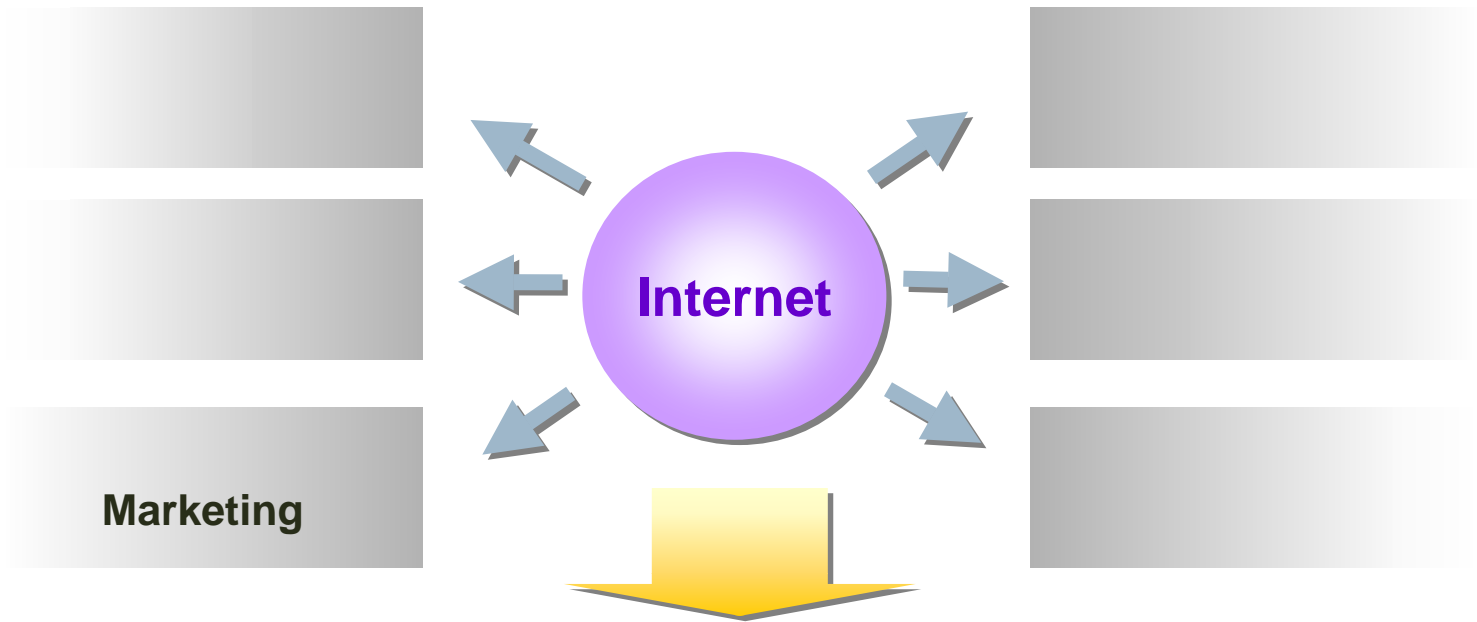
Internet Marketing Activity



. Internet Marketing



Internet Marketing

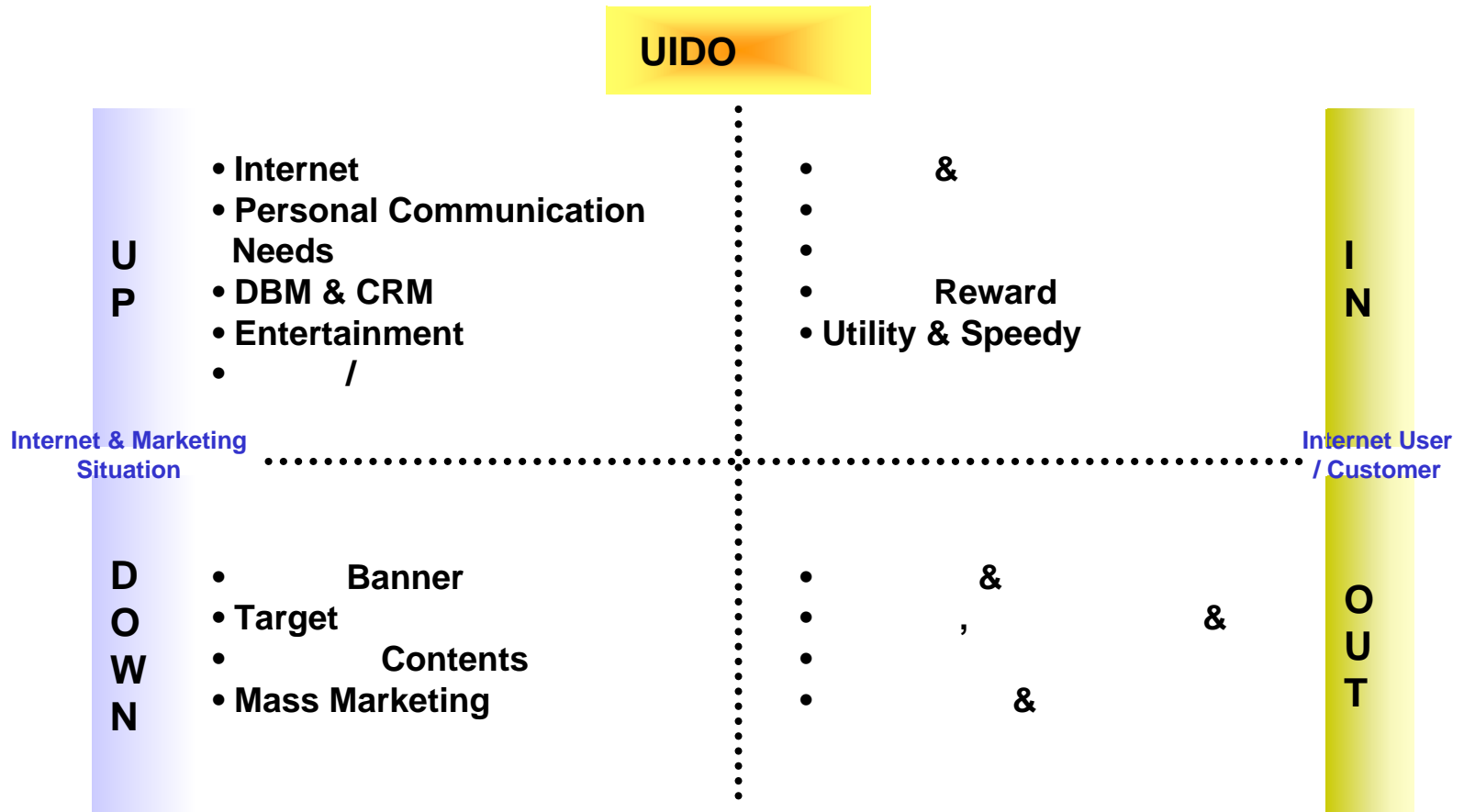


Marketing Tool

. Internet Marketing



Internet Marketing Activity





Post - Internet Marketing

!

. Post - Internet Marketing Trend



Post - Internet Marketing Trend

Interactive •

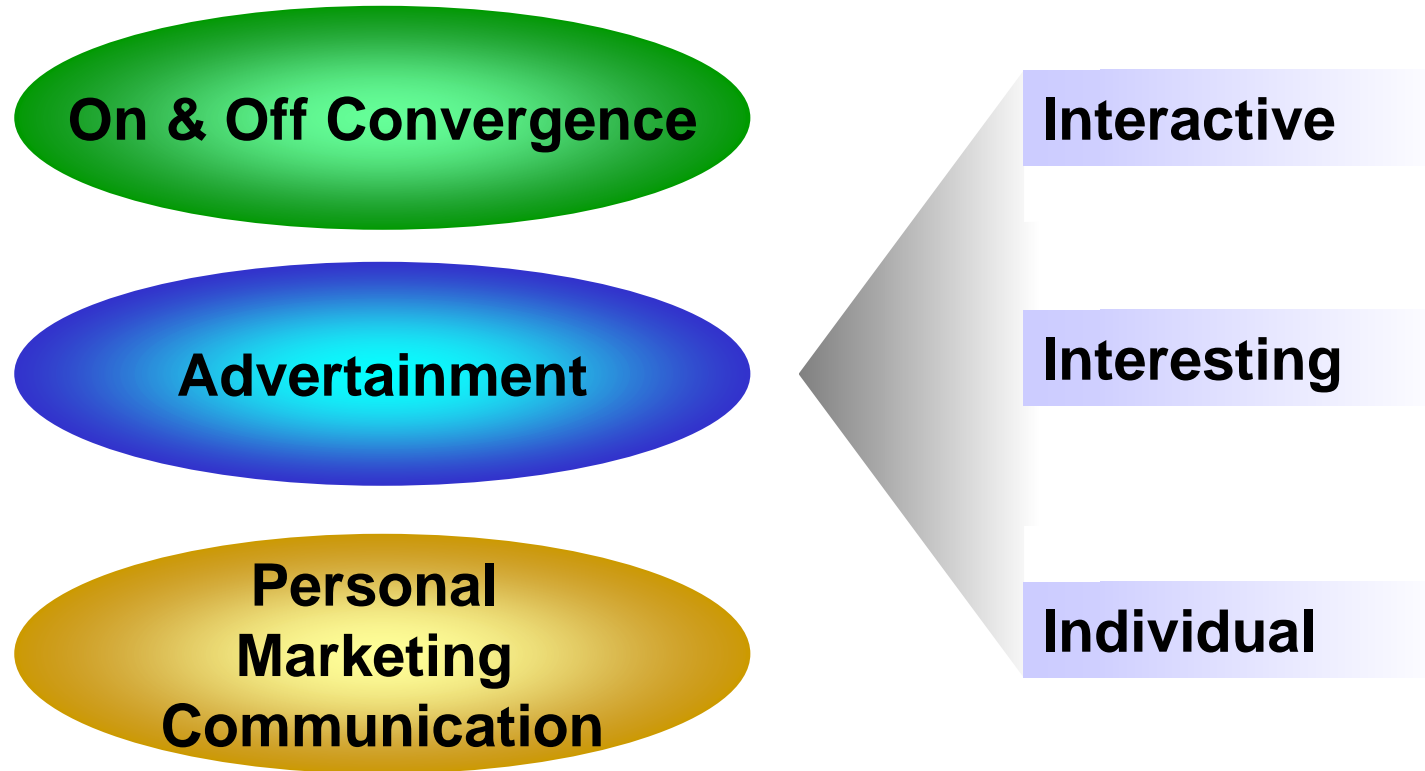
Interesting • e-brand Brand “ ”

Individual • Communication 1 : 1 Marketing Solution DBM

. Post - Internet Marketing Trend



Post - Internet Marketing Trend





. Post - Internet Marketing

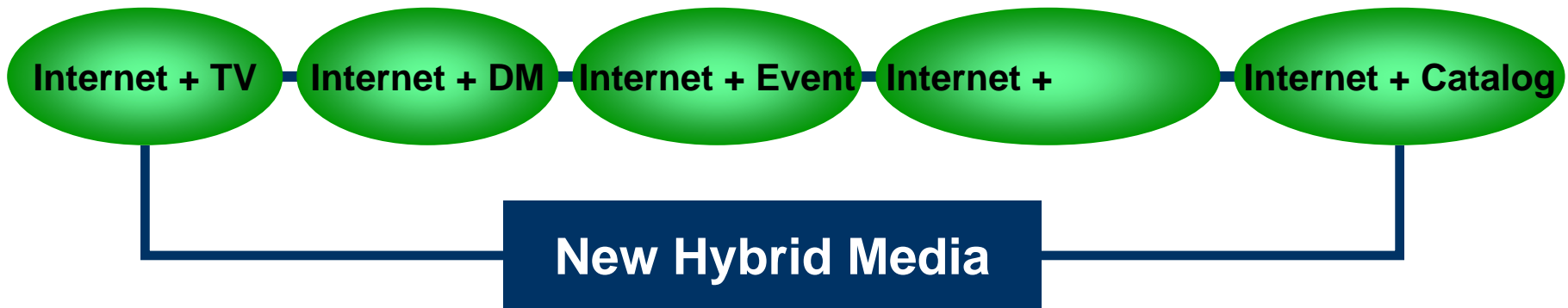
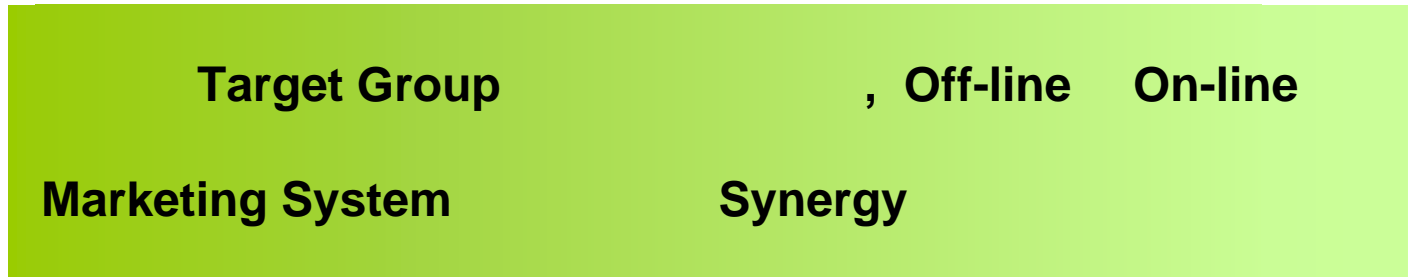


On & Off Convergence

. Post - Internet Marketing



On & Off Convergence



. Post - Internet Marketing



On & Off Convergence

Internet + TV

TV Net (TV/)

- TV/ , Real Time , TV
Internet , TV Interactive ,
Internet Coverage TV
- , , Event, Star Date Promotion
Marketing , Sponsor Site
Marketing -- **“T-Commerce (TV + e-Commerce)”**

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On & Off Convergence

Internet + TV



SBS와 애드디지털이 공동 기획 제작한 국내최초 인터넷 & TV 쌍방향 프로그램 생방송 SBS 토크넷쇼

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1 /

10

. Post - Internet Marketing



On & Off Convergence

Internet + TV



. Post - Internet Marketing



On & Off Convergence

Internet



The screenshot shows the 'star together' website interface. The top navigation bar includes links for Entertainment News, 각종자료, Fun Stuff, Film&Music, 차료실, and 방송장어. Below the navigation is a main banner for 'star together open event!!' featuring a clown character. The site is divided into several sections:

- Members Login:** Fields for ID and PW, and buttons for '로그인' and '회원가입'.
- Internet Live Rock Festival:** A section for live streaming events.
- STAR LIVE Interactive 방송:** A section for interactive broadcasts.
- Star Chatting, Star Quiz Show, Star Game Net, Star VS Star:** Interactive features for users.
- Today's Star Auction!** A section for daily auctions, featuring a 'scratch here!' button.
- 가요인기순위 (Popularity Ranking):** A table listing popular artists and their scores.

순위	명목	득표수
1	황일버러	30,496
2	updown	28,578
3	한상	28,332
4	그레그황재	23,223
5	남달은니	19,325
6	AMyJulia	15,670
7	Escape	12,893
8	Lee	10,299
9	쿠태타	8,590
10	미티루나트	4,330

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On & Off Convergence

Internet + DM

On-line

Off-line

, E-Mail

,

,

,

(Convenience)

E-mail 가 / 가

(Speed)

가

(Enjoyment)

ON LINE / , /

(Differentiation)

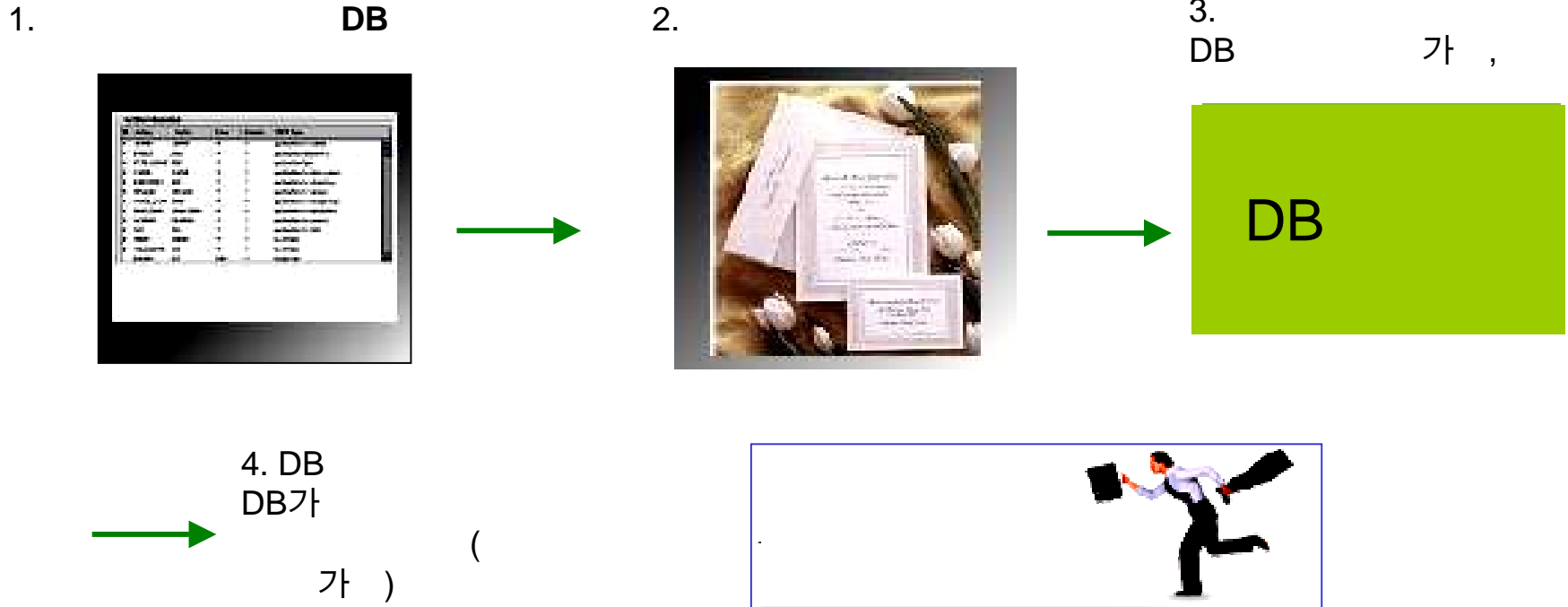
/ DM 가

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On & Off Convergence

Internet + DM



. Post - Internet Marketing



On & Off Convergence

Internet + Event

Decoder

- Hidden Web site Event Page
- Off-line Event Internet site Marketing Promotion Tool
- Off-line On-line , Site ,
Web site Brand

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On & Off Convergence

Internet + Event

- Decoder flow



- Decoder



: Web site
site ; 40%~57%(가)

- Decoder Sample



/ ,Brand,Web site /

. Post - Internet Marketing



On & Off Convergence

Internet +

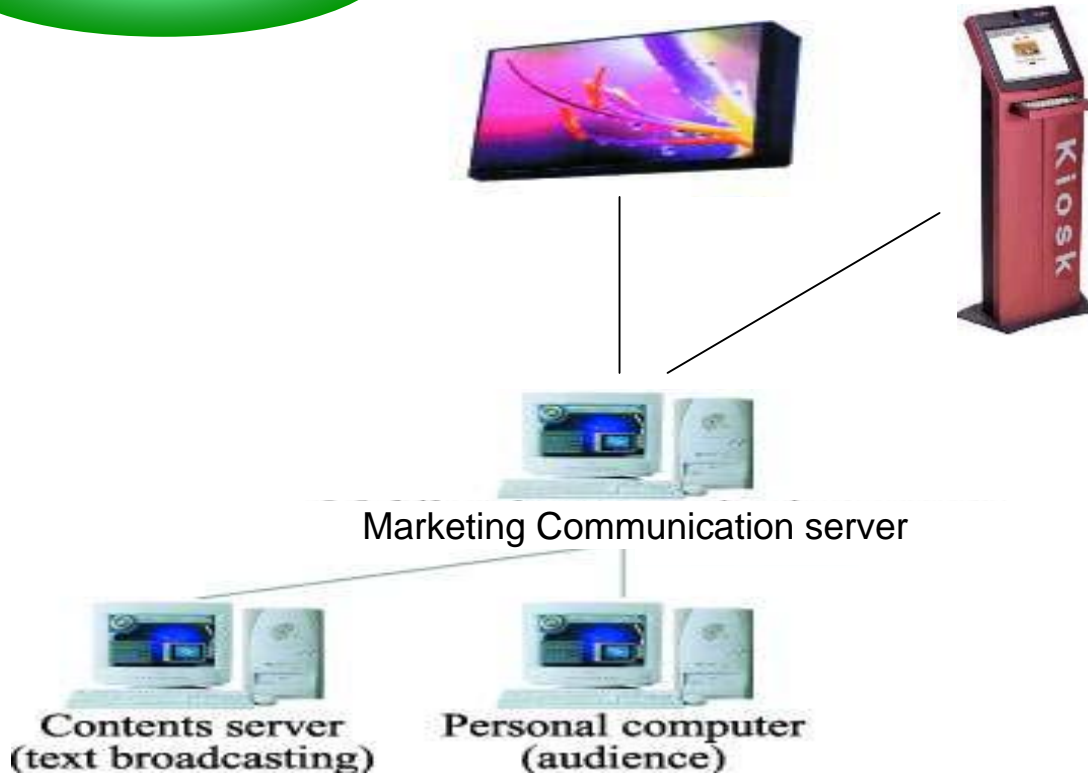
- Point Cast(Push Technology) Internet
Kiosk() Internet Marketing Communication
- Mass Marketing Communication , ,
Marketing

. Post - Internet Marketing



On & Off Convergence

Internet +



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System /
가

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. Post - Internet Marketing



On & Off Convergence

Internet + Catalog

Digital Interactive Catalog

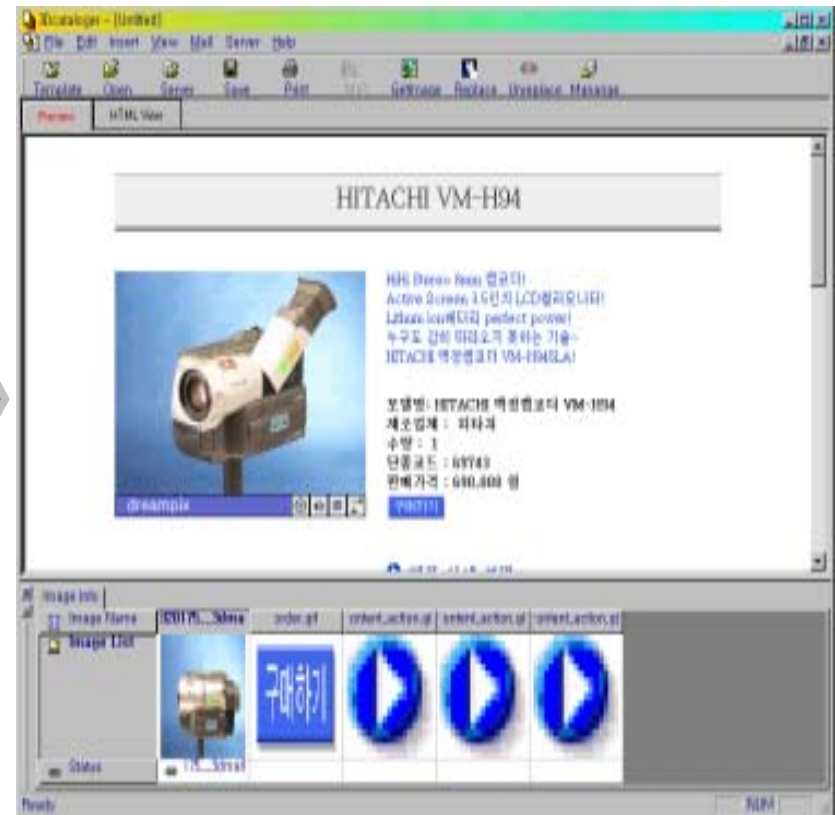
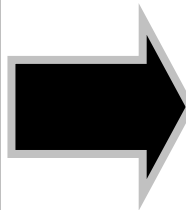
- Digital Simulation 가
가 .
- Catalog e-mail Marketing Tool

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On & Off Convergence

Internet + Catalog





Advertainment

. Post - Internet Marketing



Advertainment

가 On-line Marketing Communication ?



Interactive

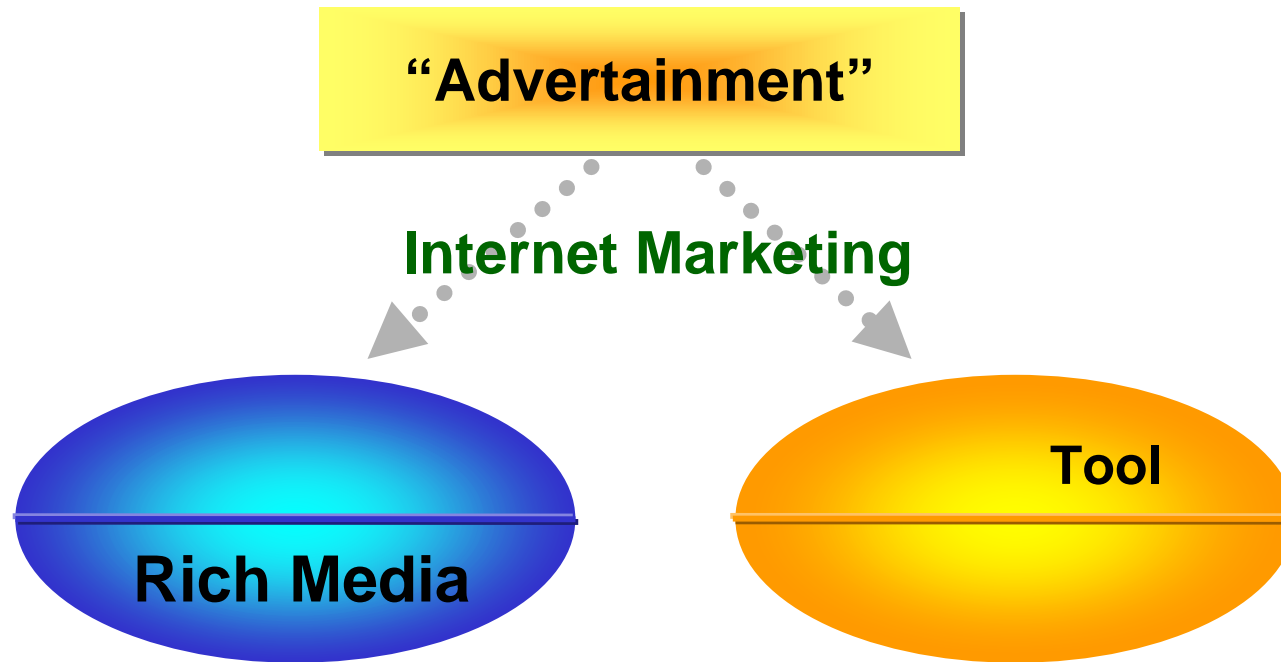
“Advertising + Entertainment”

Advertainment

. Post - Internet Marketing



Advertainment



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Advertainment

Rich Media

Game Banner

**Multimedia
Banner**

**Quiz
Banner**

Superstitial

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Advertainment

Game Banner

• **Entertainment** ,

Sample

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Advertainment

Multimedia Banner



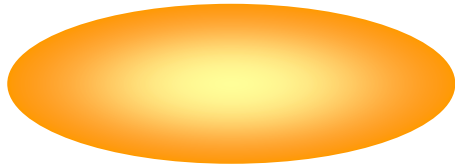
**Message
Multimedia Banner**

Sample

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Advertainment



• Website

가

Flash

,

Sample

. Post - Internet Marketing



Advertainment

Game

가
Game Marketing

Game Marketing

가
Game Marketing

Event
Game Marketing

• Game Marketing Brand ,
가 / / Community

. Post - Internet Marketing



Advertainment

가
Game Marketing



- W On-line Promotion Entertainment 가 On-line
- 가 가
- 가 가



Event

- 가 -> 26 (Click 가 35%) (50)
- Brand
- 가

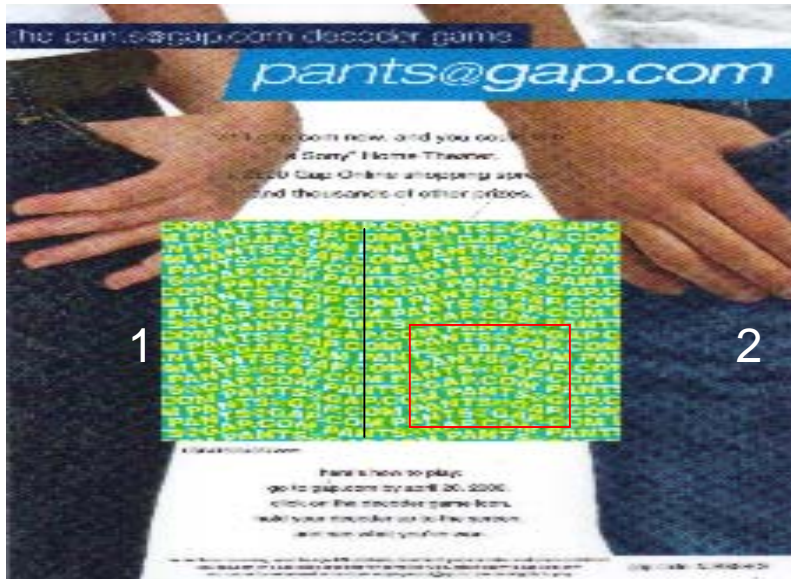
Sample

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Advertainment

Game Marketing



Off-line

WebDecoder

Off-line

ex) A.



B.



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Advertainment

가 Game Marketing



JoyMarble

- , , ,
- , 가
- ,
- , 가 .
- 가 .

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Advertainment

가
Game Marketing

• , Emblem

Sample 1

Sample 2

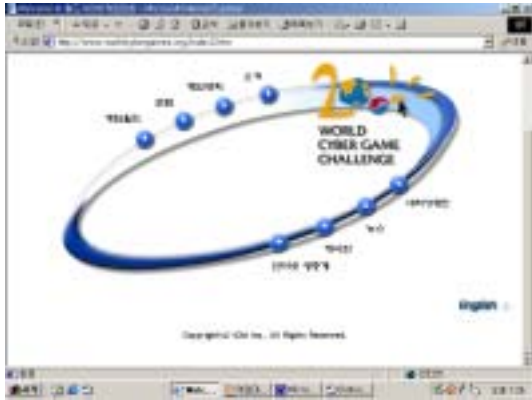
. Post - Internet Marketing



Advertainment

**Event
Game Marketing**

- -
-KIGL
-PKO
- **Event**



WCGC



KIGL

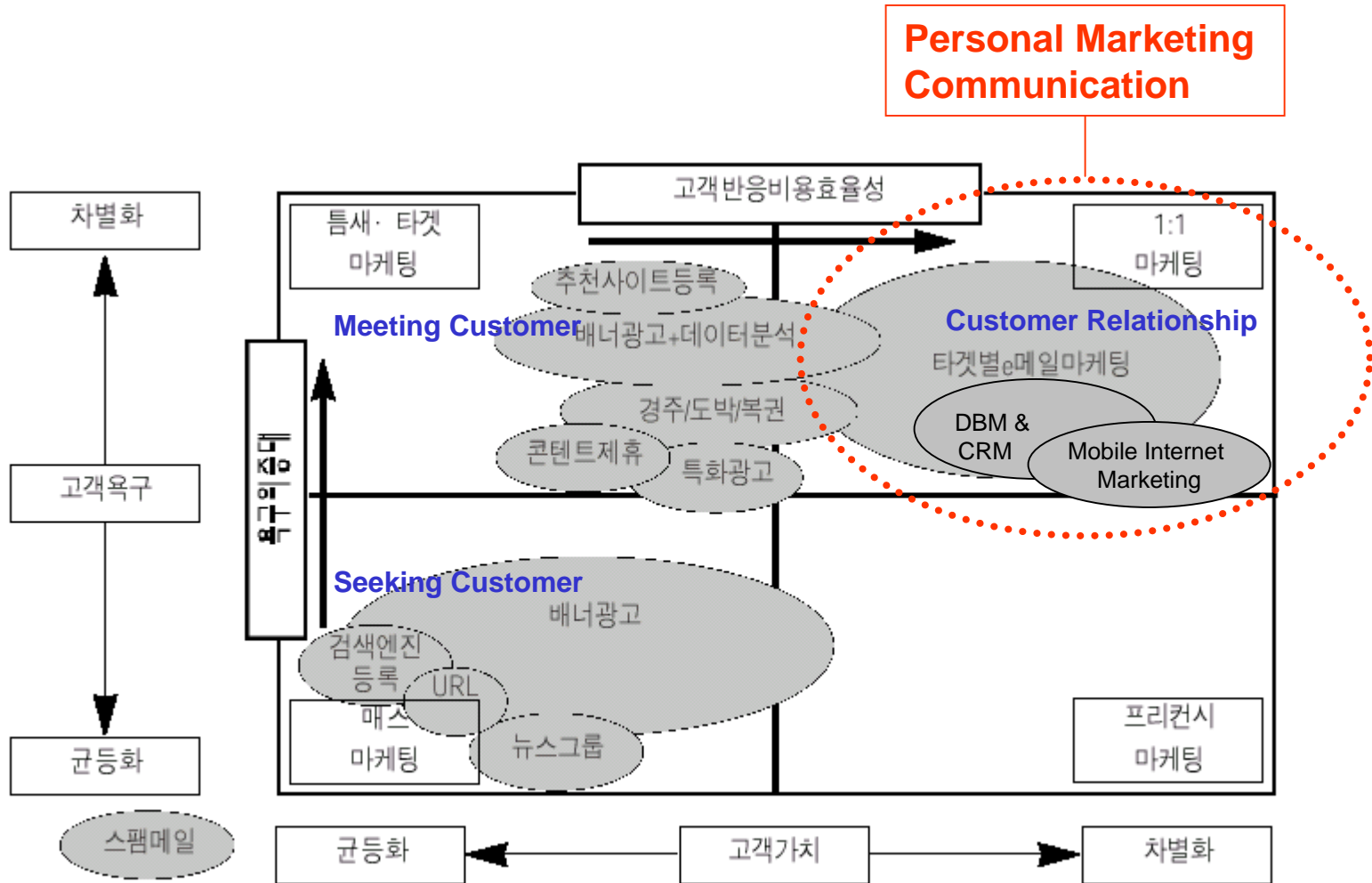


Personal Marketing Communication

. Post - Internet Marketing



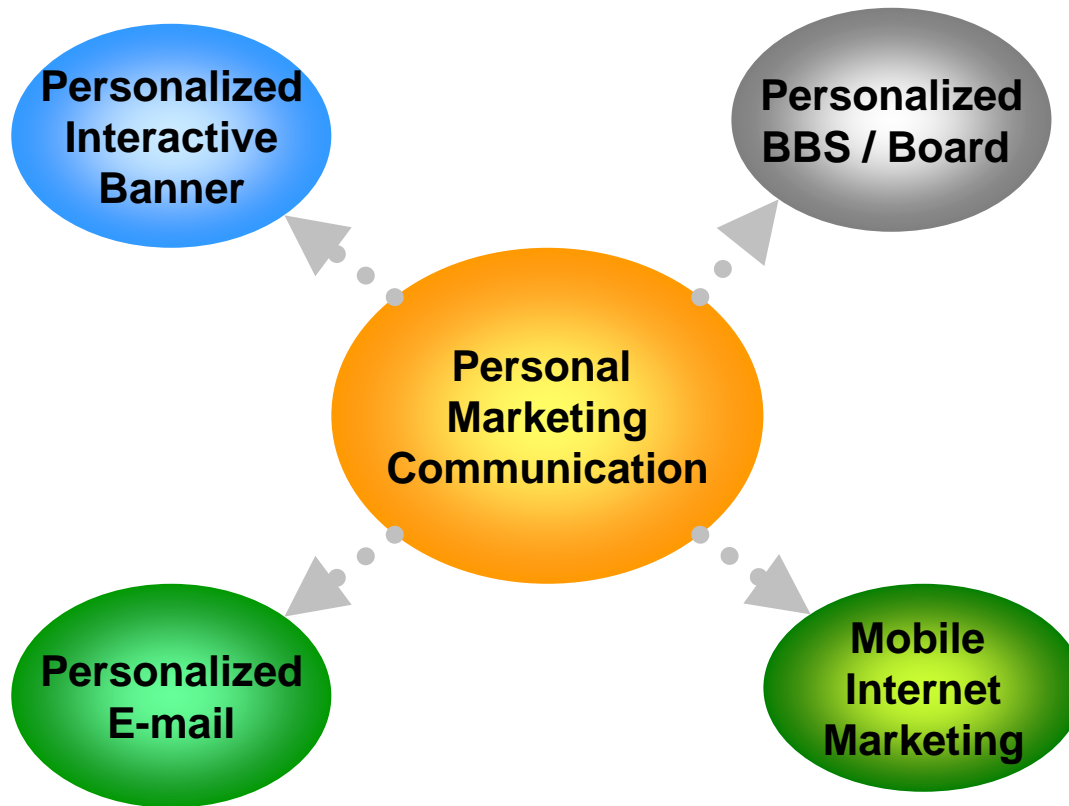
Internet Marketing Activity



. Post - Internet Marketing



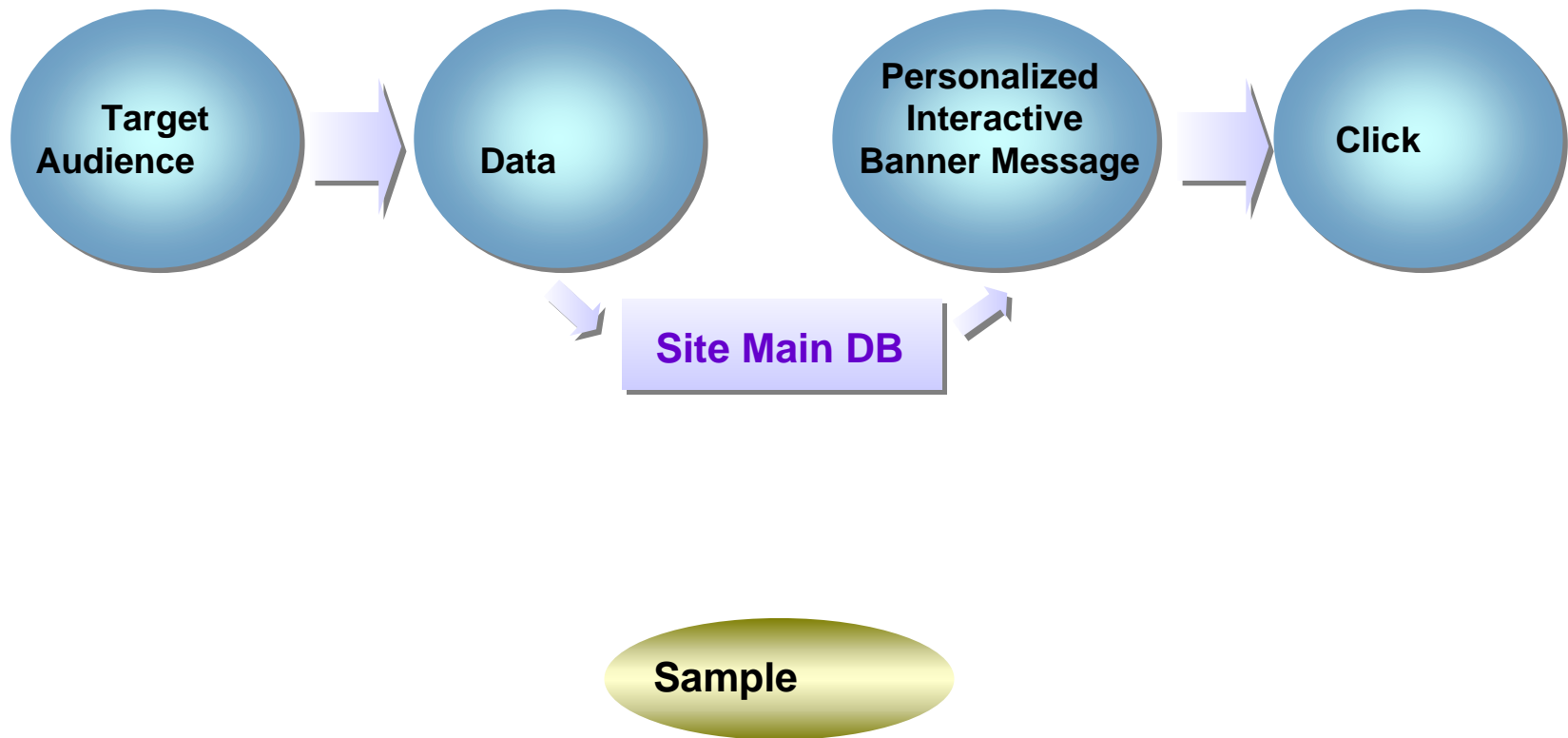
Personal Marketing Communication



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Personal Marketing Communication
– Personalized Interactive Banner



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Personal Marketing Communication – Personalized Interactive Banner

1. * 전통해님 부엌님께 감사의 전사는 드렸나요?
2. @postop-
3. 감사의 정 나누기 캠페인
4. @postop 해님 고미우선 부엌님과 선생님께 감사의 응을 보낼 수 있습니다.

Banner



Personalized



Event



dB



Interaction

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Personal Marketing Communication
– Flash

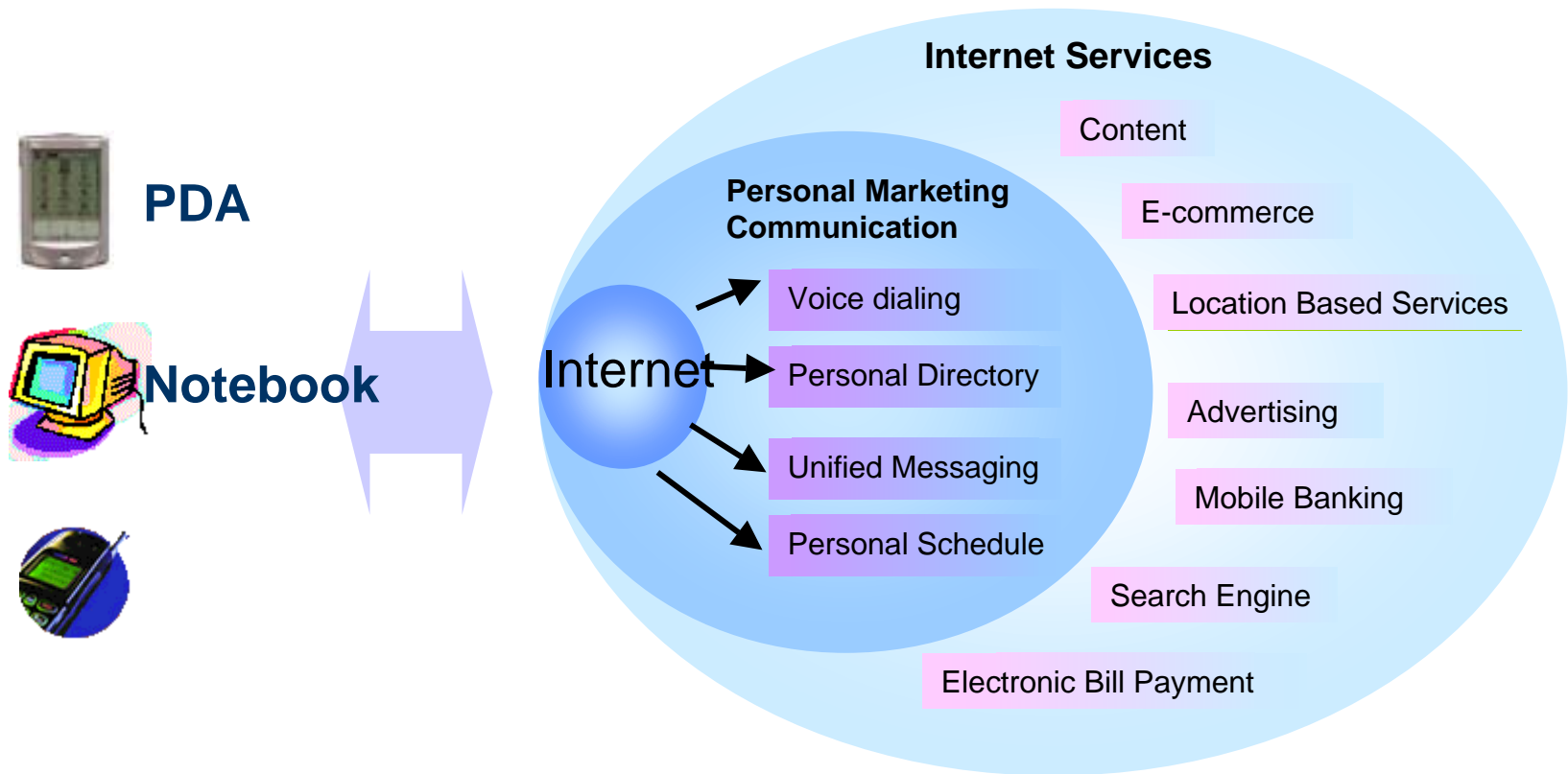


Sample

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Personal Marketing Communication – Mobile Internet Marketing

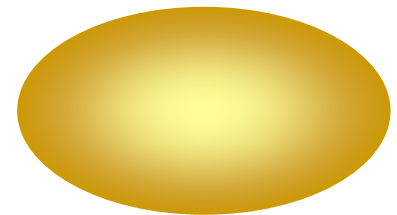
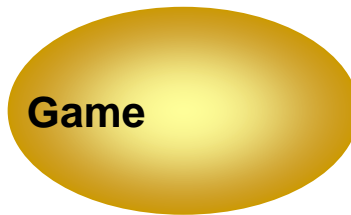


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Mobile Internet Marketing

- **Wireless + Mobility + Portable
One to One Marketing Tool**



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Mobile Internet Marketing

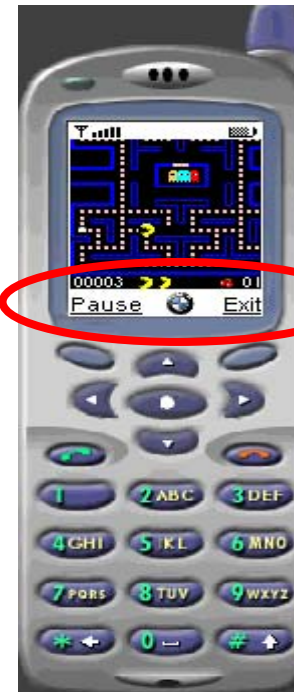


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Personal Marketing Communication – Mobile Internet Marketing

Game



. Post - Internet Marketing



Personal Marketing Communication – Mobile Internet Marketing

Animation

-

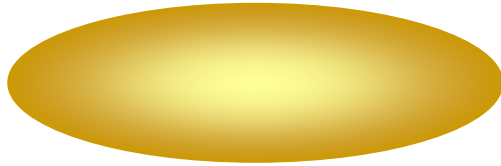
Animation

Sample

. Post - Internet Marketing



Personal Marketing Communication – Mobile Internet Marketing

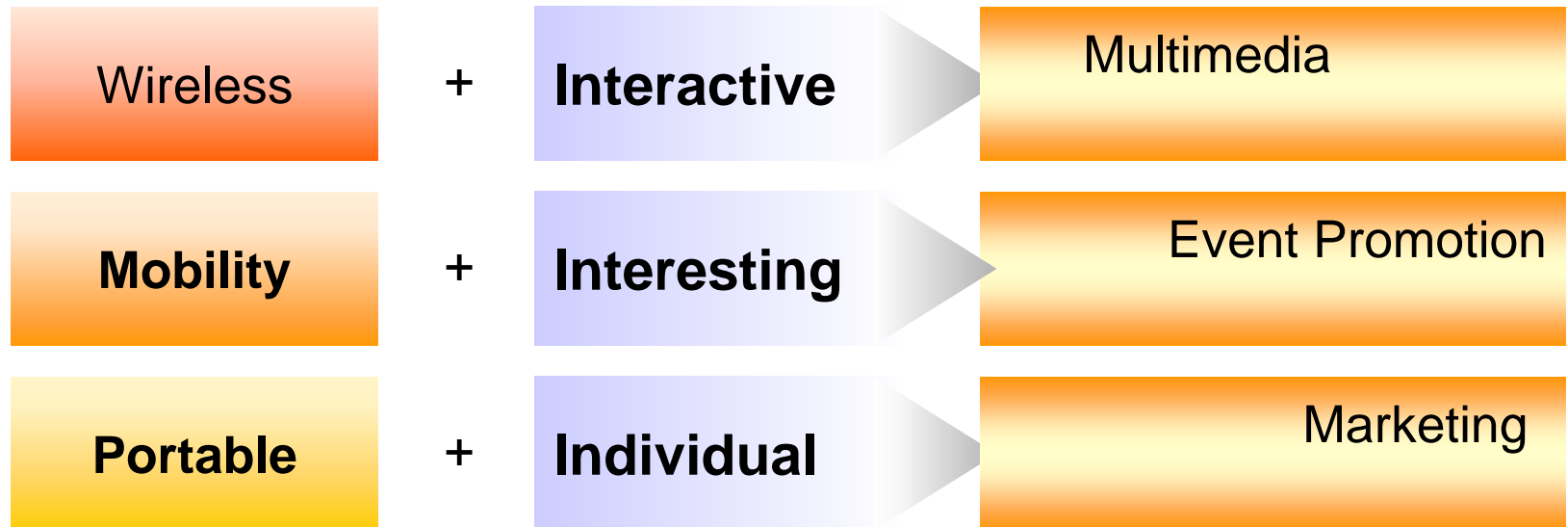


Sample

. Post - Internet Marketing



Mobile Internet Marketing Communication





Post - Internet Marketing

!



Post - Internet Marketing

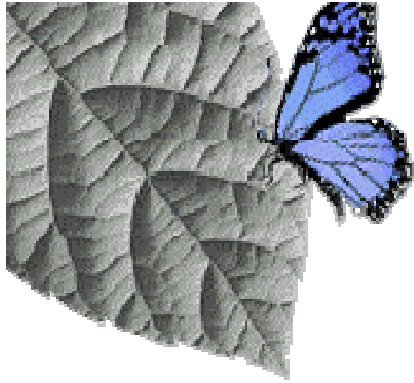
“3|”

Interactive, Interesting, Individual



“ & ”

“ Marketing Communication ”



Q & A

:

jackkim@addigital.com

lcq: 49904607