

---

NATE

m-Trade

案

“ I'm a double Trader ”

2002. 6. 5



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COMPANY CONFIDENTIAL

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10. Off Promotion
11. PR
- 12.

# 1. m-Trade

---

- VM
- HTS 가
- , K.merce가
- 가

## 2. Marketing Issue

---

1. K.merice

2.

3. SKT No1.

4. 011

MTS가

5.

### 3. Promotion Goal

“

*No1. MTS*”

m - Trade

BIG & IMPACT LAUNCHING

Issue

가

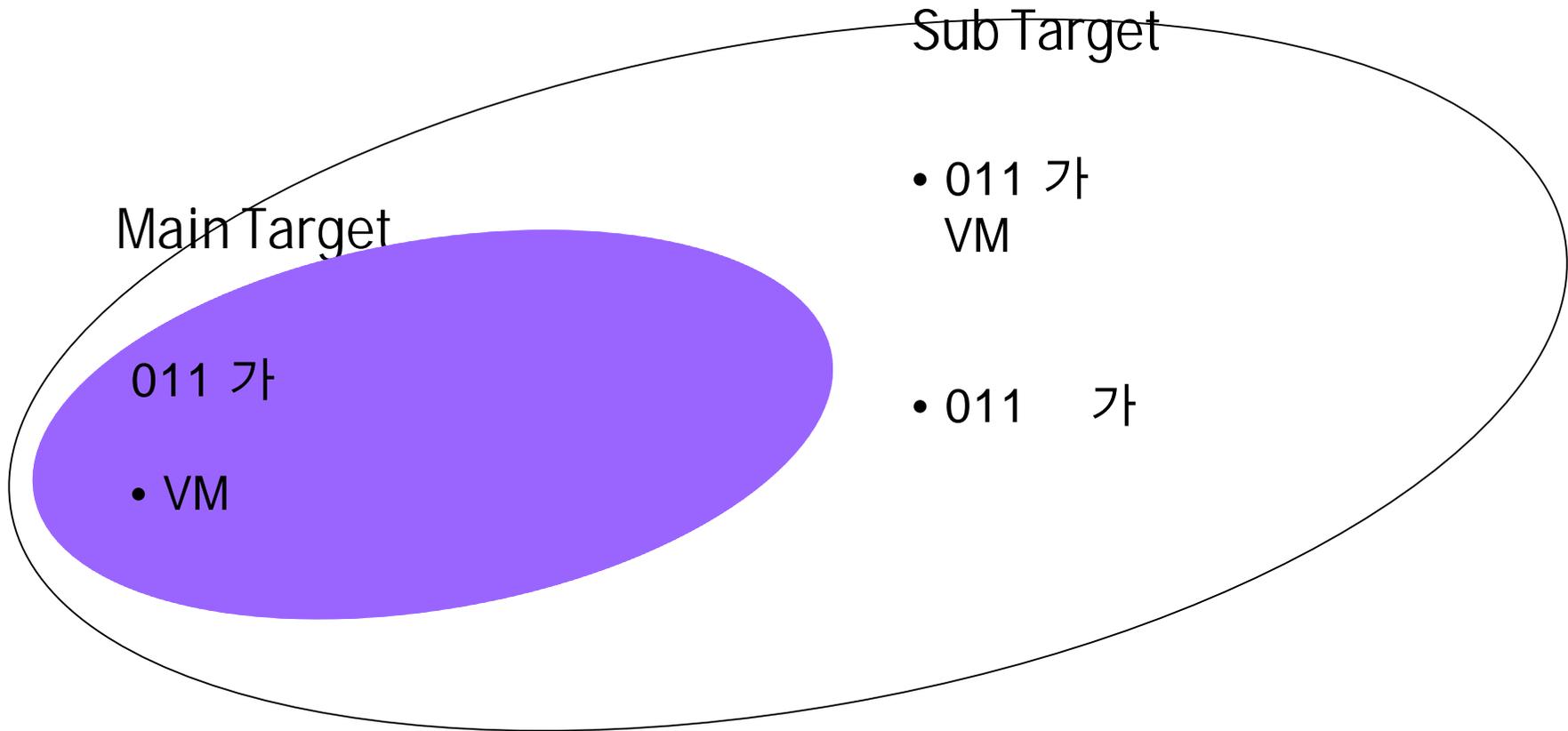


# 4. Promotion

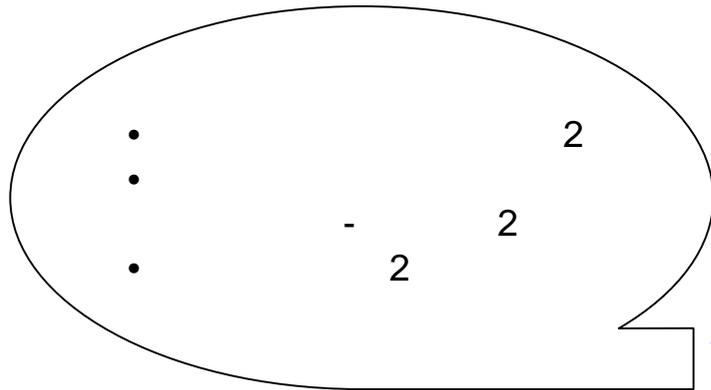
---

1. SKT Big & impact
2. WAP
3. MTS /
4. MTS 가
5. ISSUE
6. Time & Mobility, Situation

# 5. Target Audience



# 6. Promotion Concept



“ I’m a double Trader ”

## Product

- time
- mobility
- 가

## Corporate

- /
- impact launching
- No1.
- 

## Consumer

- 
- 
- risk
-

# 7. Promotion Creative –

## “ I’m a double Trader ”

Media	Creative	Concept	Strategy
Mobile	“MTS Double Profit festival”	- 1 5 - 2,500	<ul style="list-style-type: none"> <li>➤ SKT Big &amp; impact</li> <li>➤ MTS Issue</li> </ul>
	“MTS Double Lotto festival”	- m-Trade 가 280 111 - : 8/15 가 1,000 50	
Web	“MTS Double Lucky festival”	- m-Trade 가 MTS 1,000,000 , 1 가	<ul style="list-style-type: none"> <li>➤ WAP /</li> <li>➤ MTS /</li> <li>➤ Issue</li> </ul>
Off	“MTS Road Promotion”	-	<ul style="list-style-type: none"> <li>➤ Time &amp; Mobility Situation</li> </ul>

# 7. Promotion Creative – Mobile

## “MTSDouble Profit festival”

	<ul style="list-style-type: none"> <li>➤ : “MTSDouble Profit festival”</li> <li>➤ : 2002 7 10 - 8 30 ( )</li> <li>➤ : NATE MTS</li> <li>➤ 가 : 011 MTS가</li> <li>➤ :</li> <li>➤ : SKT NATE m-Trade</li> <li>➤ : DINNO COMM.</li> </ul>	
	<ul style="list-style-type: none"> <li>➤ : 1 5,000,000</li> <li>➤ :</li> <li>➤ :</li> <li>-</li> <li>- ,</li> <li>- 500% 2500</li> <li>➤ : 1-10</li> </ul>	
	<ul style="list-style-type: none"> <li>➤ : 7/22-8/17</li> <li>➤</li> <li>➤ 9/3( )</li> </ul>	

# 7. Promotion Creative – Mobile

Flow - "MTSDouble Profit festival"

1	2002. 6. 3( ) ~ 2002. 6. 22( )	/
2	2002. 6. 24( ) ~ 2002. 7. 20( )	/
3	2002. 7. 22( ) ~ 2002. 8. 17( )	
4	2002. 8. 19( ) ~ 2002. 9. 19( )	

## 7. Promotion Creative – Web

### - “MTSDouble Profit festival”

- 1 - 10
- A 100%  
100% 500
- 1 2,500

# 7. Promotion Creative – Mobile

## “MTSDouble Lotto festival”

	<ul style="list-style-type: none"> <li>➤ : “MTSDouble Lotto festival”</li> <li>➤ : 2002 7 22 ( ) – 2002 8 17 ( )</li> <li>➤ : NATE MTS</li> <li>➤ 가 : MTS /</li> </ul>	
	<ul style="list-style-type: none"> <li>➤ m –Trade 280</li> <li>➤ BMW 111</li> <li>➤ - 8/15 independence day (HTS )</li> <li>-</li> <li>-</li> <li>➤ 1,000 500,000</li> </ul>	가 가
	<ul style="list-style-type: none"> <li>➤ : 7/10( ) – 8/31( )</li> <li>➤ : 7/22-8/17</li> <li>➤ : 9/3( )</li> <li>➤</li> </ul>	

# 7. Promotion Creative – Mobile

Flow - "MTSDouble Lotto festival"

1	2002. 6. 3( ) ~ 2002. 6. 22( )	/
2	2002. 6. 24( ) ~ 2002. 7. 7( )	/
3	2002. 7. 8( ) ~ 2002. 8. 31( )	

# 7. Promotion Creative – Web

## “MTSDouble Lucky festival”

	<ul style="list-style-type: none"> <li>➤ : “MTSDouble Lucky festival”</li> <li>➤ : 2002 7 10 ( ) – 2002 8 17 ( )</li> <li>➤ : NATE MTS</li> <li>➤ 가 :</li> </ul>	
	<ul style="list-style-type: none"> <li>➤ MTS 가 10</li> <li>➤</li> <li>➤ 1 5,000,000</li> <li>➤</li> <li>➤ - 1 가</li> <li>(1,000,000 *100 )</li> <li>- 2 -10 가</li> <li>(500,000 *50 )</li> <li>➤TM/ DINNO</li> </ul>	
	<ul style="list-style-type: none"> <li>➤ MTS : 7/8( ) – 8/31( )</li> <li>➤ : 7/22-8/17</li> <li>➤ : 9/3( )</li> <li>➤</li> </ul>	

# 7. Promotion Creative – Web

Flow - "MTSDouble Lucky festival"

1	2002. 6. 3( ) ~ 2002. 6. 22( )	( ) /
2	2002. 6. 24( ) ~ 2002. 7. 20( )	/
3	2002. 7. 22( ) ~ 2002. 8. 17( )	
4	2002. 8. 19( ) ~ 2002. 9. 19( )	/

# 8.

# CO-OP

---

“

”

1. : 100,000,000 (1 )

2. , HTS,

3.

- 10

-

-

MTS

-

-

-

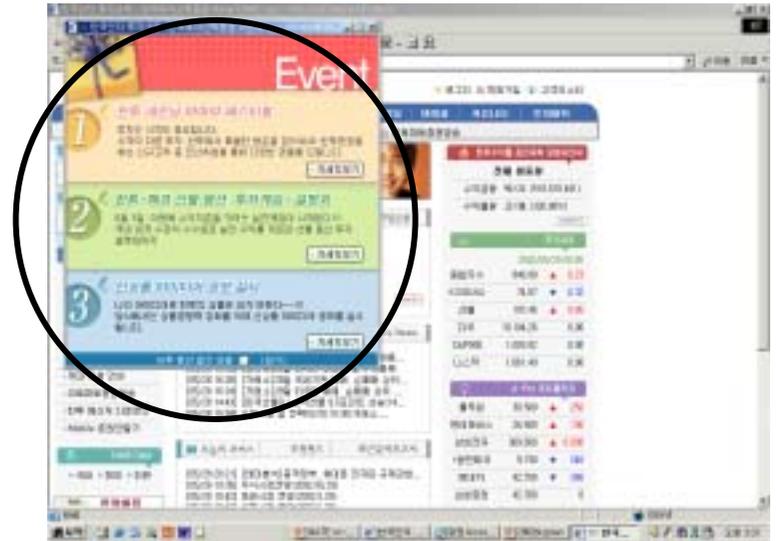
ranking



# 8. Co-op

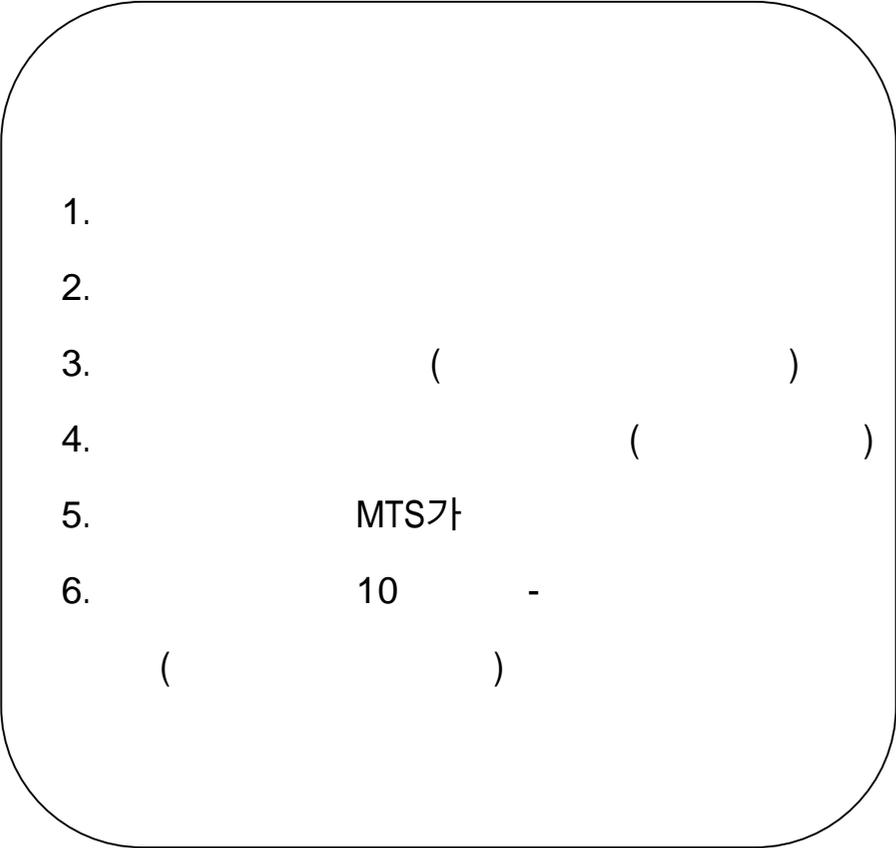
Channel -

- 1.
- 2.
- 3. HTS
- 4. /
- 5.
- 6. Publicity



# 8. Co-op

Channel -



# 9.

# CO-OP

“ MBN, , , ”

1. : 100,000,000 (1 )
2. PUSH
- 
- 
- 
3. 가
- 
- 
-

# 9.

# CO-OP

“

plan ”

- 1. 7 ( ) (1 )
- 2. 社告 - 1 가
- 3. MBN-CNBC
- 4. ( )
- 5. ( )
- 6. ( )
- 7.
- 8. ( )
- 9.
- ( : ,
- SK IR MBN )

\* 1

# 10. OFF

SK Telecom

NATE

m-TRADE

- OFF LINE PROMOTION PROPOSAL -





1.

MTSLaunching Promotion

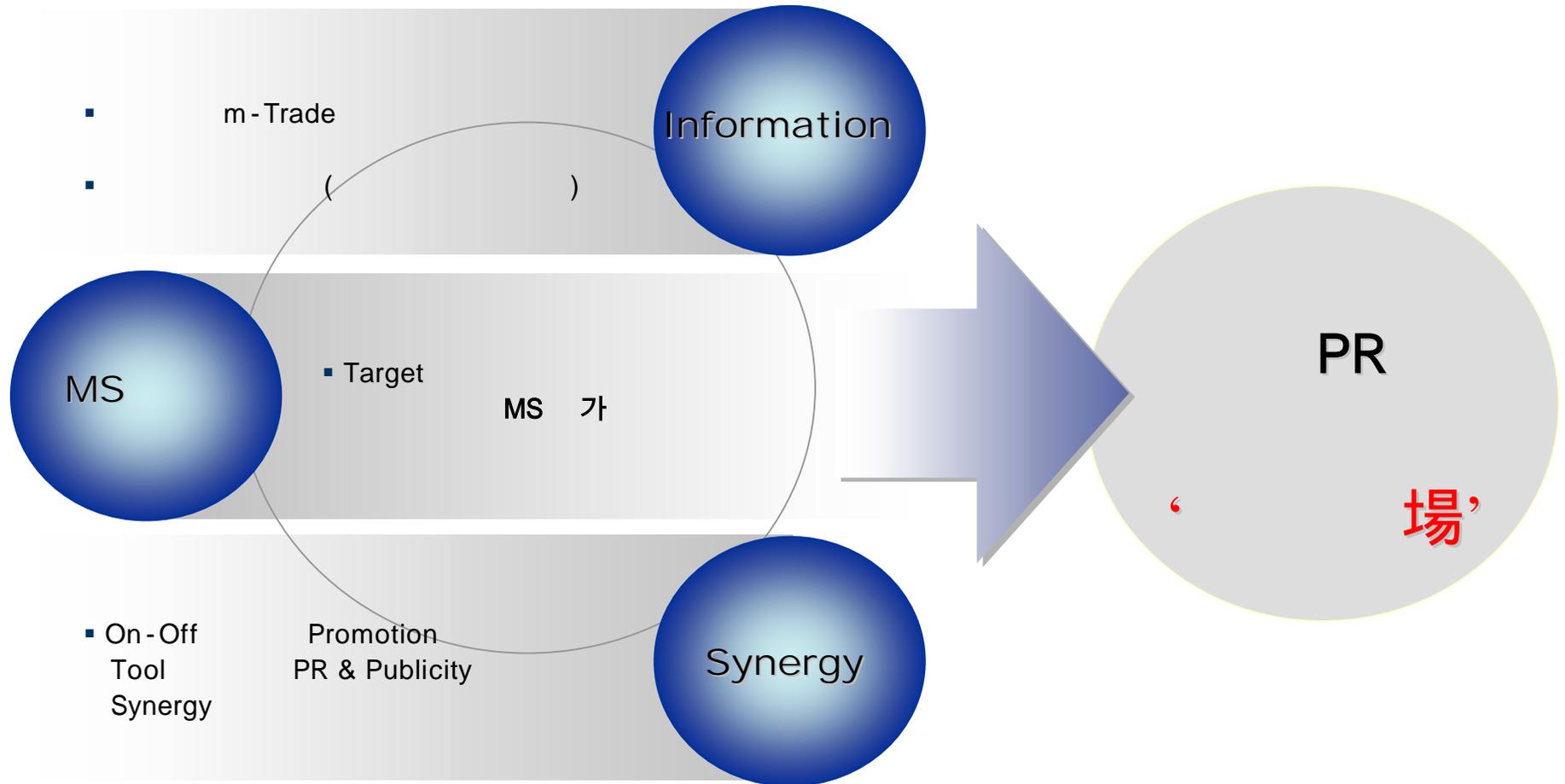
- Promotion : 7 2,3,4 ( 2 ) 3
- MTSWall :

▪ 1 4  
: , , , MTSZone

▪ , , ( 가 )

▪ (Road Promotion)





3.

# TRIAL

Target Trial



/Core Target

# ISSUE

Tool



Visual Image



Promotion Tool Brand Issue

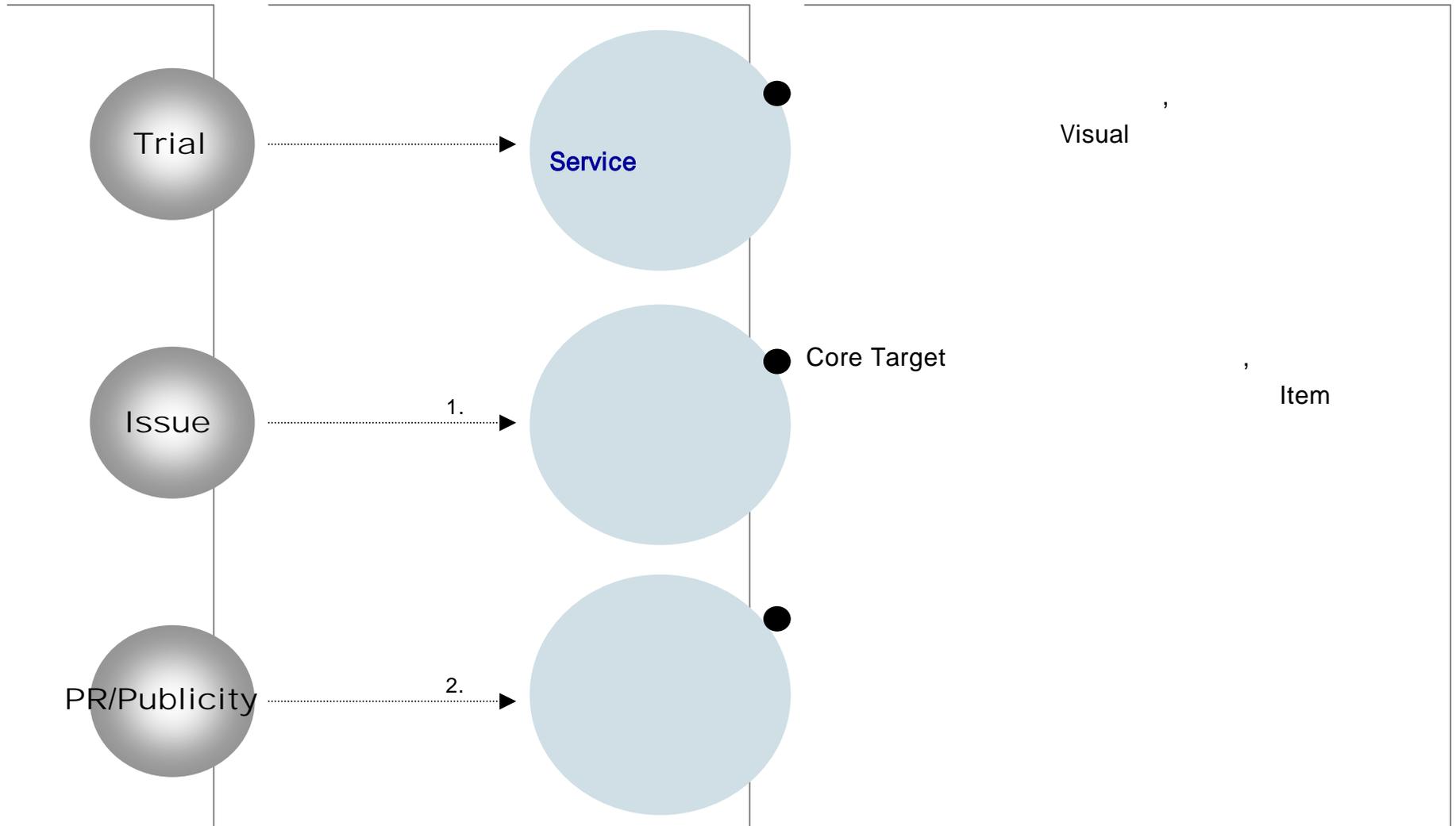
# PR/PUBLICITY

가

PR/PUBLICITY

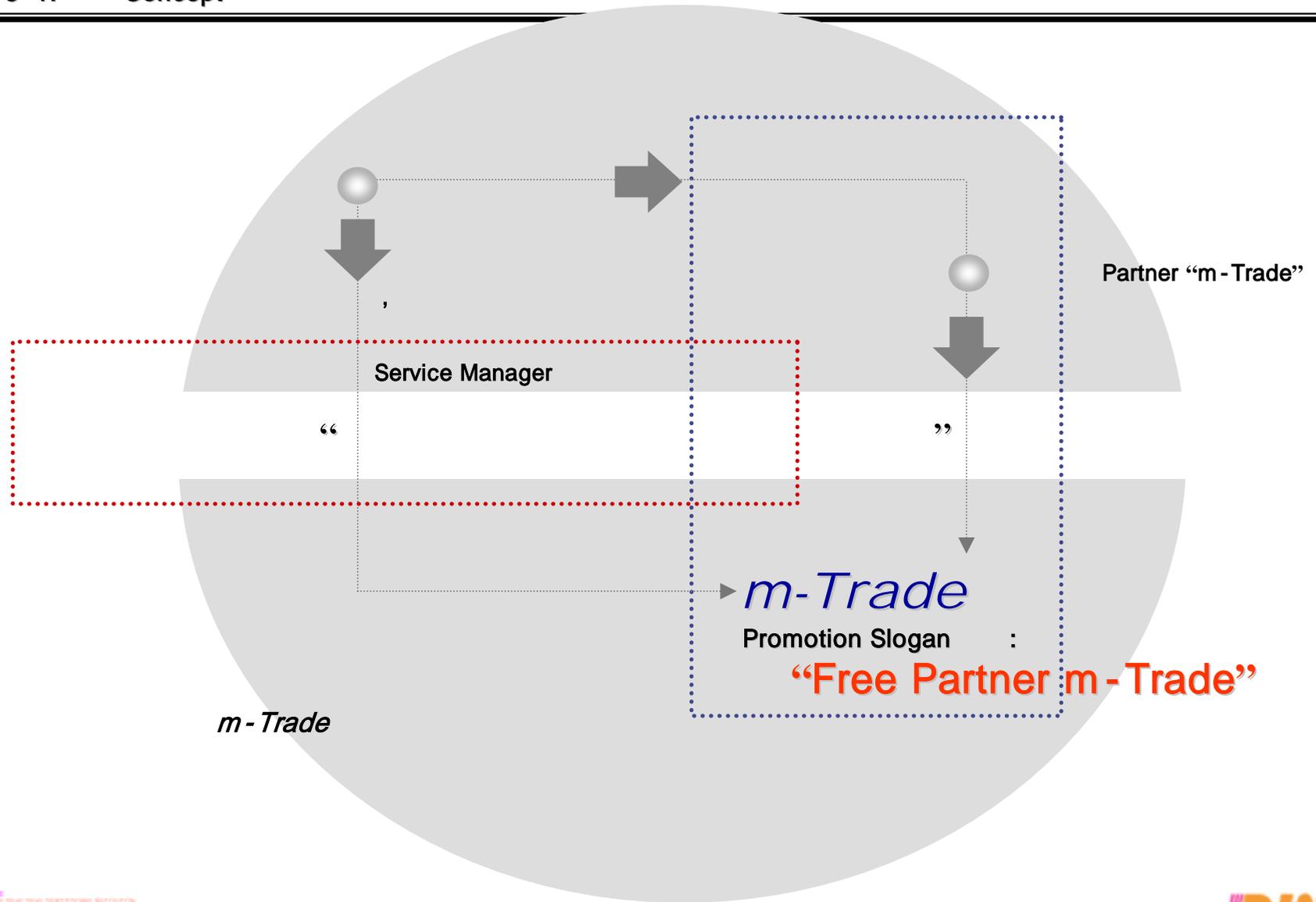


NATE Royalty M-Trade Launching



# 5. Communication

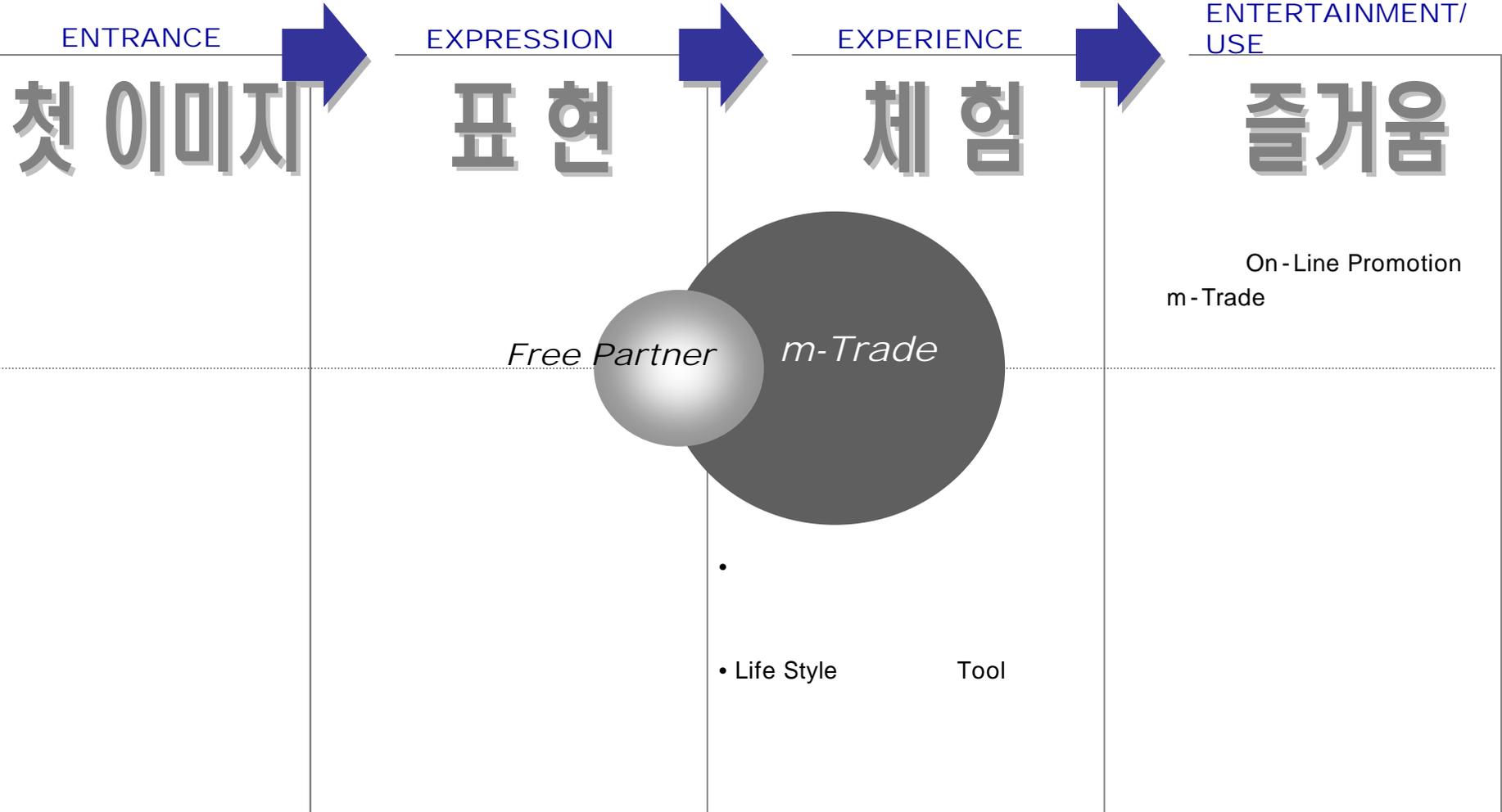
## 5-1. Concept



- 
-

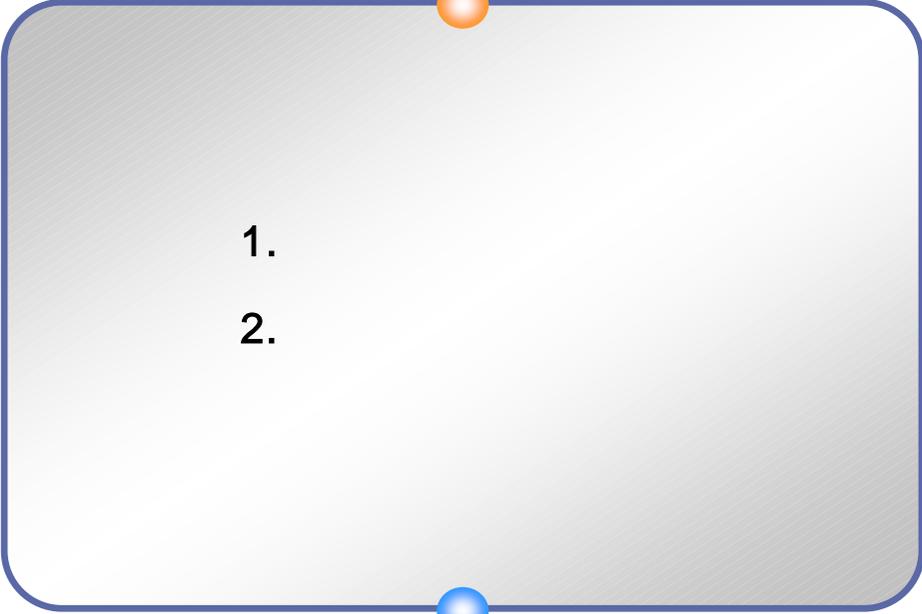
# 5. Communication

## 5-2. Concept Flow



---

## II. COMPOSITION

- 
- 1.
  - 2.



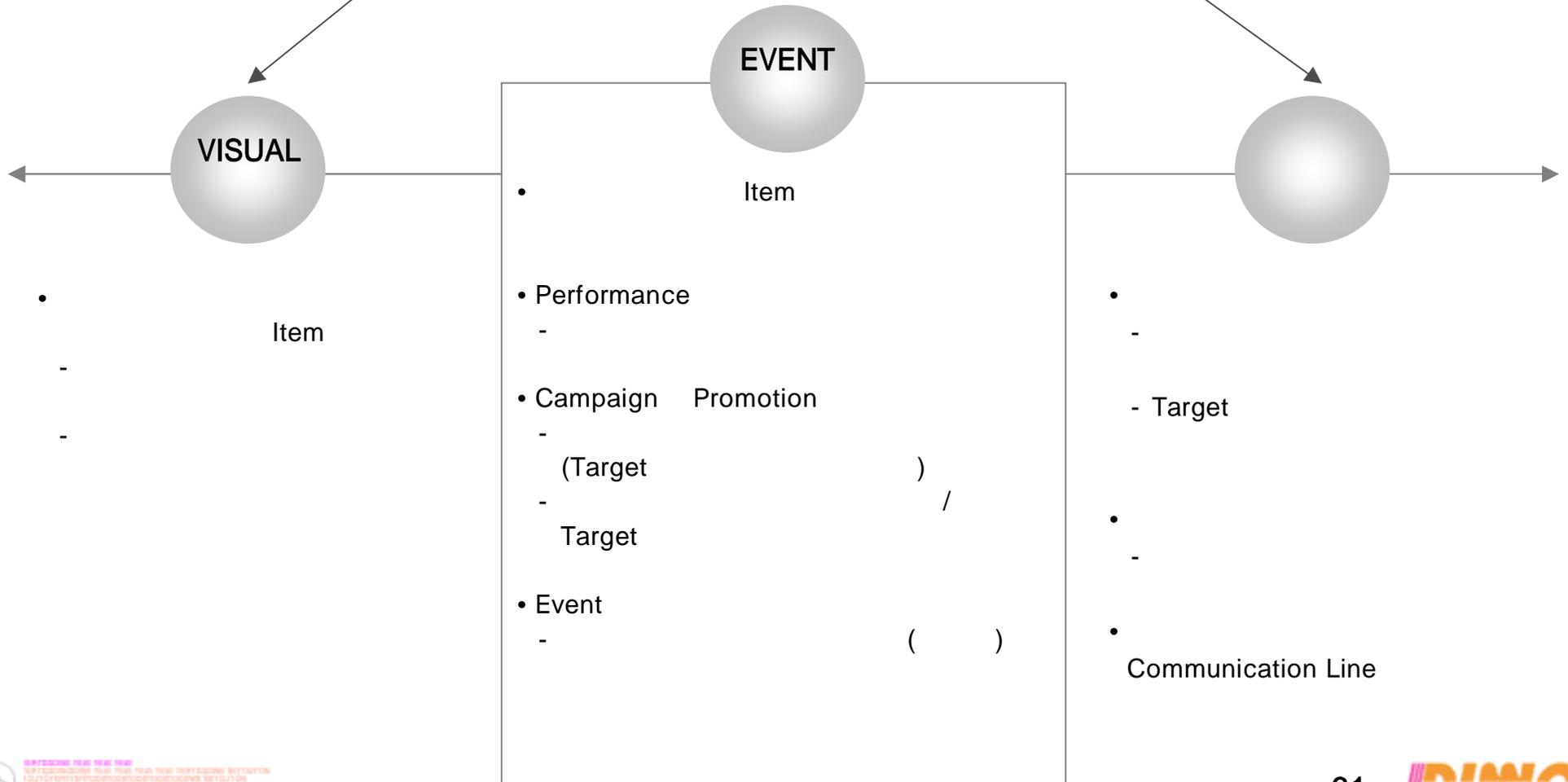
NATE



1.

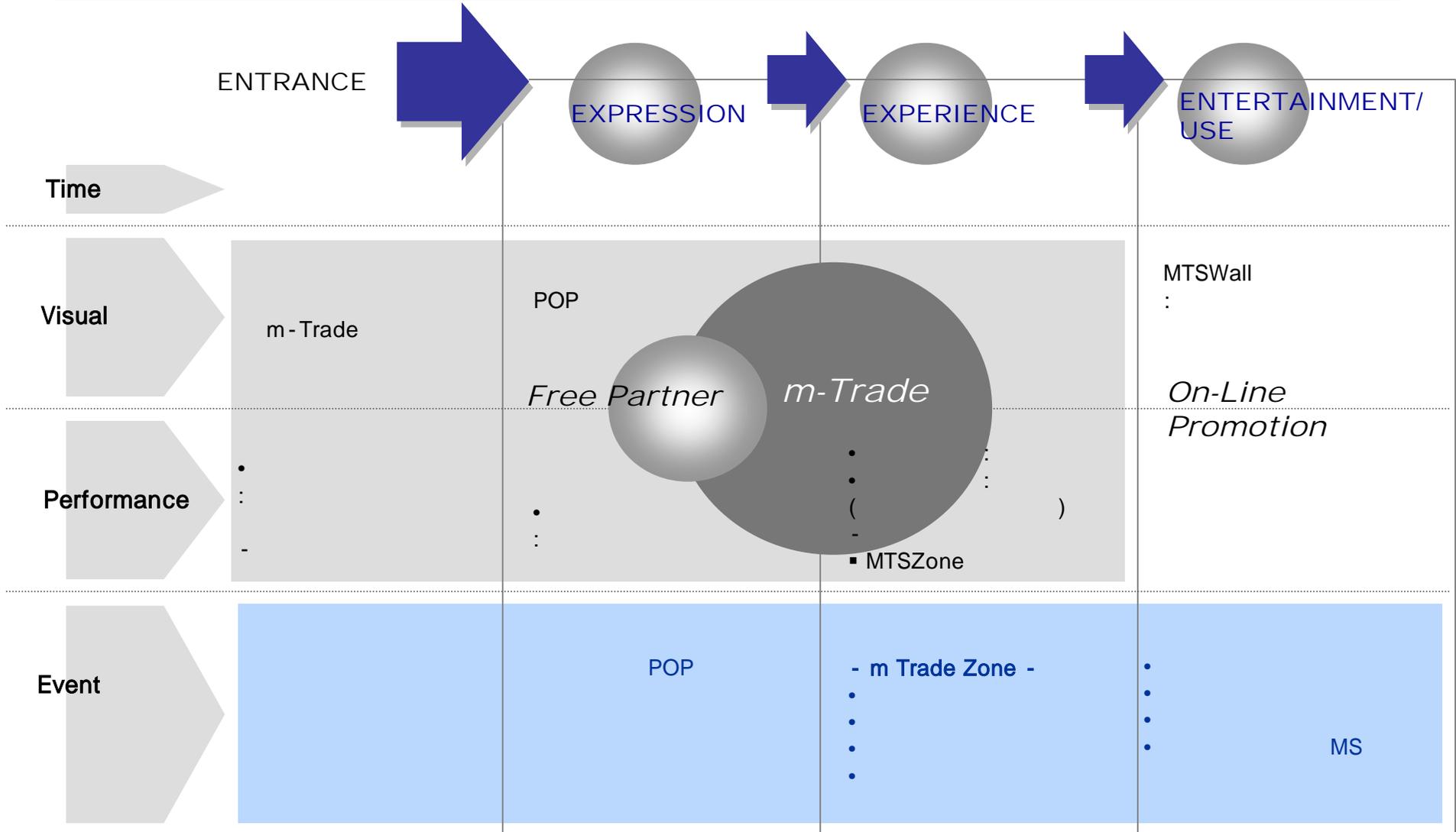
1-1.

*Free Partner m-Trade*



1.

1-2. Promotion Flow



1-3. Promotion Map

Free Partner  
"m-Trade"

Promotion Tool

Issue



( )



▪ Performance/Event  
가

- 
- 
- 



2.

2-1.

( )

“MTSZone”



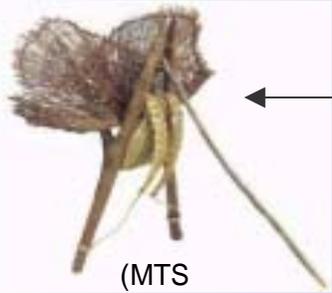
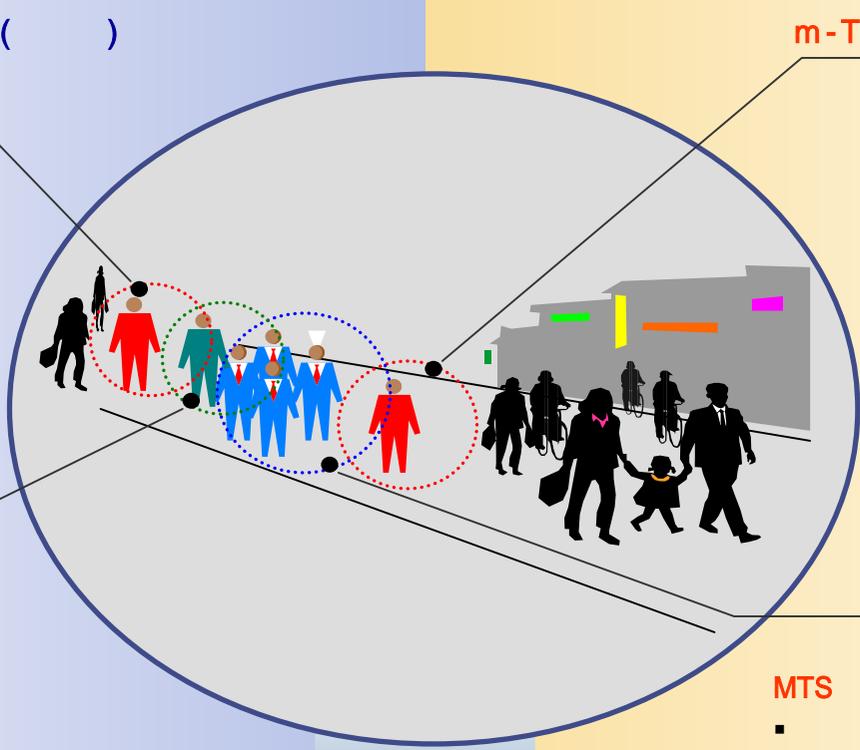
2. ( 2 )

: LED



1. ( 2 )

: LED (400 가 )



(MTS )

(CRT)

m-Trade

MTS

- 
- 
- 



가  
MTS



2.

2-1. ( Story Board)

MTS

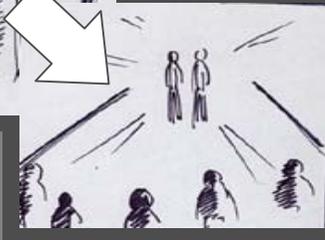
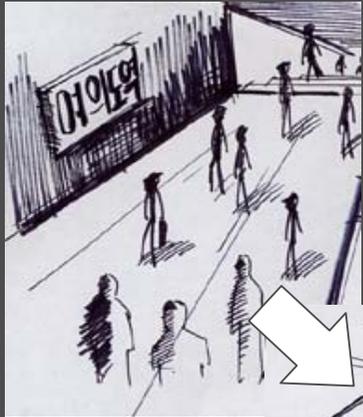
:

,

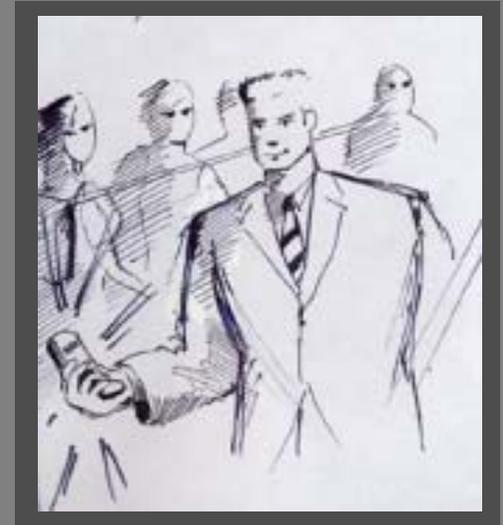
...

가

가



가

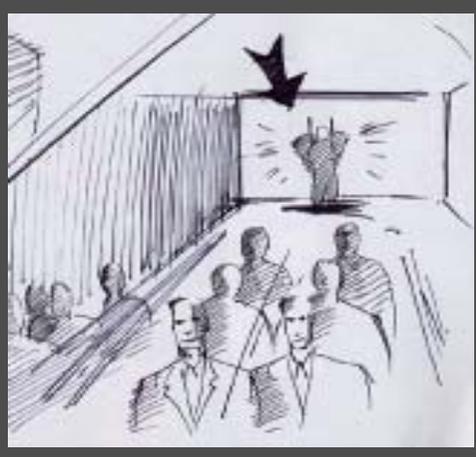


MTS 가 NATE

“ MTS ”

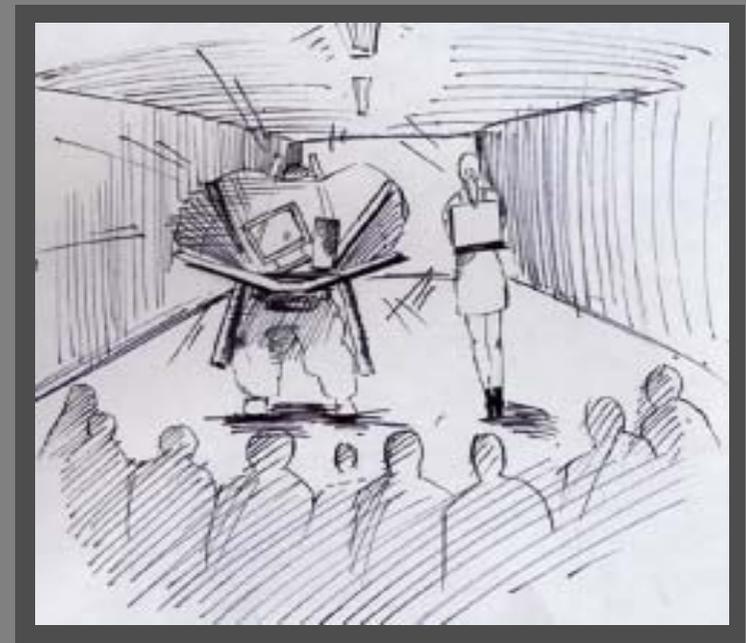
1 , 1

2-1. ( Story Board)



MTS

4M

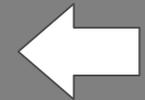


가

,

2

MTS



“ MTS가

가

”

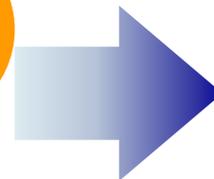
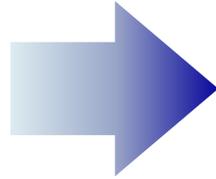
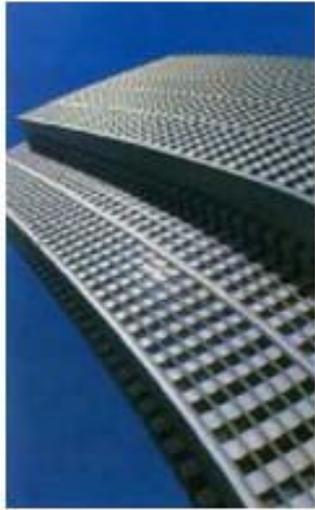
1

,

1

2.

2-2. ( )



가

- 
- 
- 

가

( )  
MTSZone

2-3.



< >

• , , 3

MTSZone

• MTS

• 가



< >

• 가 ,  
Target

• “ m-Trade” 가

Copy

2.

2-4. MTSZone

		( )
	<ul style="list-style-type: none"> <li>➤</li> <li>➤</li> <li>➤</li> </ul>	
	<ul style="list-style-type: none"> <li>➤</li> </ul>	
/ ZONE	<ul style="list-style-type: none"> <li>➤</li> <li>➤ - Co-Promotion : “ ” , ,</li> <li>➤</li> </ul>	
ZONE	<ul style="list-style-type: none"> <li>➤ - 30 (1 가 4 )</li> <li>➤ - 4 ,</li> <li>➤</li> </ul>	
MTS ZONE	<ul style="list-style-type: none"> <li>➤</li> <li>➤ MTS</li> <li>➤</li> </ul>	
ZONE	<ul style="list-style-type: none"> <li>➤</li> <li>➤</li> </ul>	

2-5. MTSWall



<PHILIPS Wall >

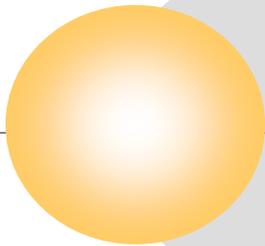
- MTSWall
  - : 가
  - :
- Co - Promotion
  - 1) MTSWall
    - LCD
  - 2) PHILIPS Wall
    - 가 PHILIPS Wall
    - 7月~8月 가
    - PHILIPS Wall MTS



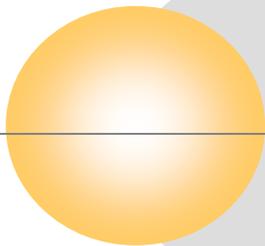


Quality

- ' Quality '
- 

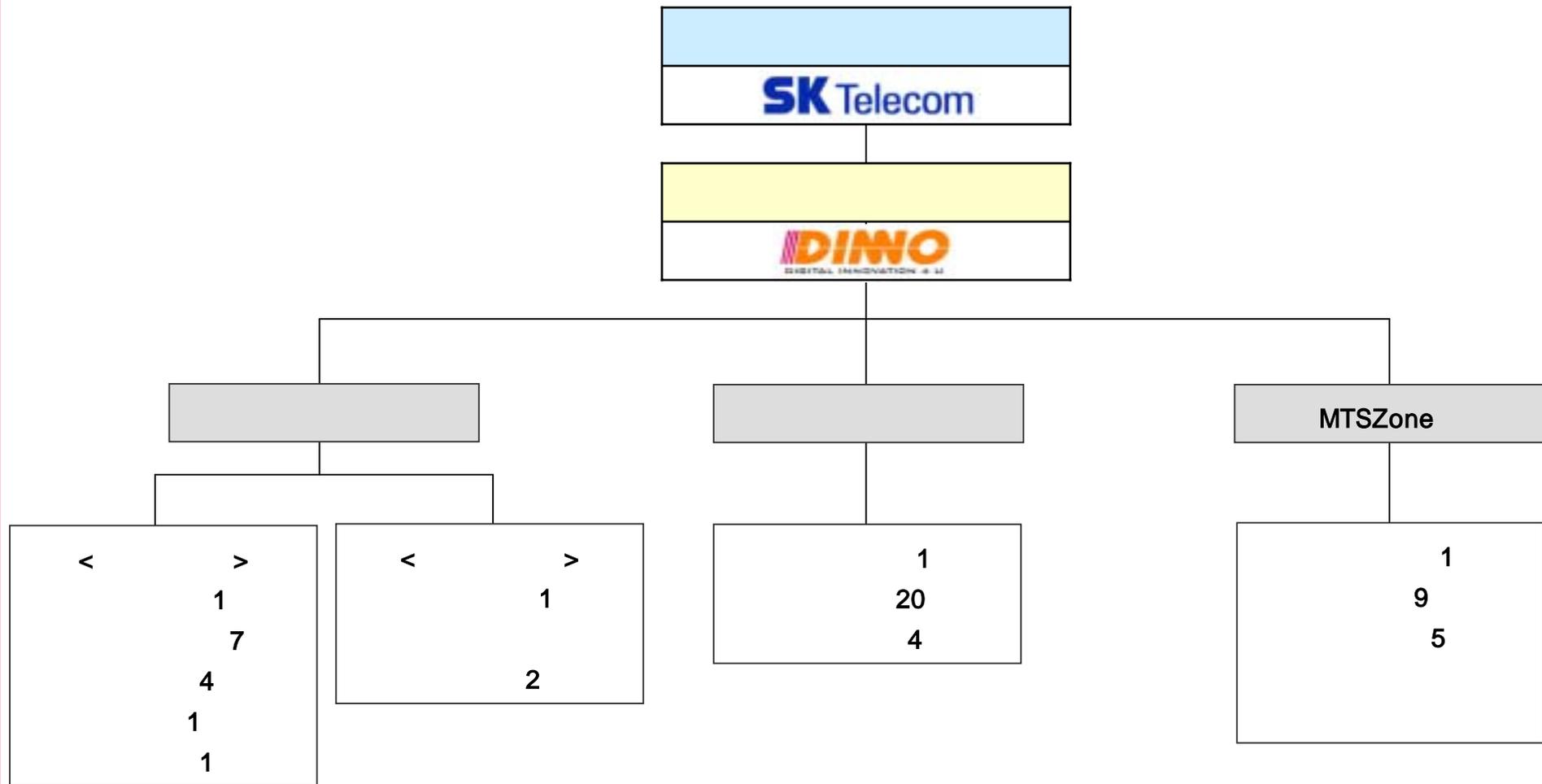


- 
- 



- Communication
- - Up
- DB





# 3. SCHEDULE PLAN

III.

7月		2			3			4		
( )		/	/		/	/		/	/	
( )										
M-Trade		11:00~ 14:00	11:00~ 14:00		11:00~ 14:00	11:00~ 14:00		11:00~ 14:00	11:00~ 14:00	
			11:00~ 14:00	13:00~ 15:00		11:00~ 14:00	13:00~ 15:00		11:00~ 14:00	13:00~ 15:00



		1		➤	
		1	4	➤ - / - - -	
( )		7	1	➤	
		2		➤ 1 , 1	
		2		➤ 1 , 1	
		1		➤	
		1		➤	
( )		1	1	➤	
		2		➤ POP	
		20	1	➤	
		2		➤	
		4		➤ ( 5 1 )	
M-TRADE Zone		2	1	➤	
		2		➤	
	MTS	2		➤ ,	
		2		➤	
		1		➤	
		1		➤	
	4	1		➤ 4	
		5		➤	

# 11. PR PLAN

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## MTSLaunching PR Plan

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# Publicity Objective

---

□ : (M-Trade) ,

□ :

1) Main Target : 011 가 VM

- : CATV(MBN/WOW), , ,

2) Sub Target : 011 VM 011 ,

- : IT , ,

□ PR : 7 ~ 8 (2 )

	Target Media	
CATV	(MBN, WOW)	-Target corner : -News Focus : M-Trade ( MBN WOW 가 )
	, , , , , , , ,	-Target corner : , IT -News Focus : M-Trade ,
	, , , ,	-Target corner : , IT -News Focus : M-Trade , /
IT	,	-Target corner : IT -News Focus : M-Trade
	, , , , , ,	-Target corner : IT -News Focus : (M-Trade ) ,
/	- E-daily, - , ,	-Target corner : /IT -News Focus : Trading ( M-Trade , /

100%

# PR

# Key

	Key	가
7	<ul style="list-style-type: none"> <li>▪ MTS launching [ ]</li> <li>-</li> <li>▪ MTS [ ]</li> </ul>	-CATV: MBN, WOW - : , , 3 - : , , , -IT : , - : 3 - : e-daily, inews24 - : , , iweekly
8	<ul style="list-style-type: none"> <li>▪ [ ]</li> <li>▪ Trading [ ]</li> <li>▪ MTS [ ]</li> </ul>	

- 1.
2. ‘ 가 ’
3. [ ], [ ]



1. WAP Process
2. Web Process
3. 가
4. Agenda

가

/

/

.



# 1.

- : (Redfoxi Corporation)
- :
- : 1,274,500,000
- : 13
- : 170-9 8
- 가 : 105-86-07603, 110111-1843633

2.

- 2000. 1. 5
- 2000. 7. 4
- 2001. 4. 4 ‘ **Redfoxi** ’ ( 2000-38025 )
- 2001. 7. 4 ( , , )
- 2001. 7.23
- 2001.12.14 ( 20001113771-7822 )
- 2001.12.27 1,274,500,000
- 2002. 1. 7 가 ‘<http://www.edex.co.kr>’

edex

---

1.

가 ,

• ,

• 가

1.

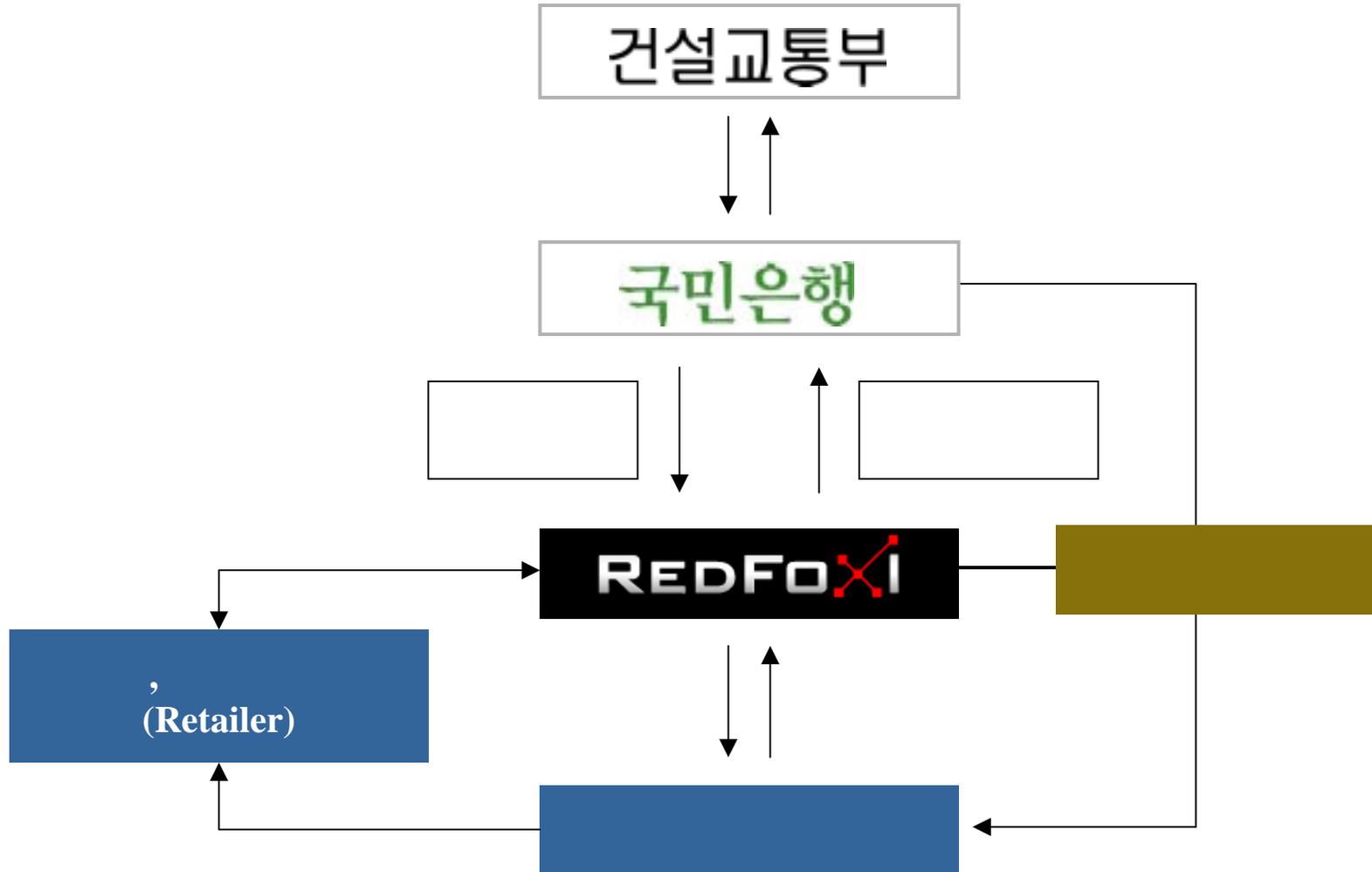
가

( )



edex

2.



edex

---

### 3. edex

1) 가

가 : 1,000 /

: 12:00 ~ 08:50

가 ( 가 + )



edex

---

3) : 16:00

4)

가



## 4. 가

1) : 가

edex.co.kr

지수복권구입 My Page 당첨자포기 지수전망대 자유게시판 지수복권안내

지수복권 구입 1.복합입력 2.입력확인 3.완료

선택하는 지수를 자동 입력하려면, 오른쪽 자동입력 버튼을 눌러주세요.  
지수복권은 예치금으로 살 수 있습니다.

2009년(5월25일)의 예상 주가지수를 입력하시고 확인을 클릭하세요.  
예) 85, 33, 81, 53 예상시 850, 33, 81, 53

1~10등 당위로 구입할 수 있습니다.

No.	종합주가지수	코스닥지수
1	785, 68	98, 25
2	687, 55	78, 69
3		
4		
5		
6		
7		
8		
9		
10		

오늘주가지수  
지수 5/17 상승  
거래소 875.0 (▲16.95)  
코스닥 79.0 (▲1.48)  
내거말만  
50 Korea-Stock.com

최근 3주간 지수 동향  
지수 875  
856  
817  
발행수익금/청환수익금

코스닥 지수  
78  
77  
76  
74  
발행수익금/청환수익금  
복제하기

지수복권 둘러보기  
10-11월-3입력시 85

현재 현황만 보기  
모든 정보할 새 보기

No.	종합주가지수	코스닥지수
1	785, 68	98, 25
2	687, 55	78, 69
3		
4		
5		
6		
7		
8		
9		
10		

= 결제 총 금액 2,000 원

