

!”

‘ (企業)’

Entertainment Marketing



^^; “ ”

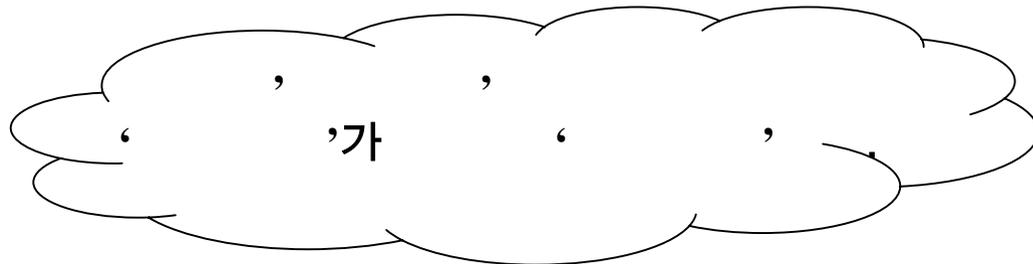
president@plancraft.com

019-267-5566

2002 © All Rights Reserved!

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www.m-republic.org





2002 5 24 LG

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가 120

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www.m-republic.org

가

~ ^^* .

~~~^^



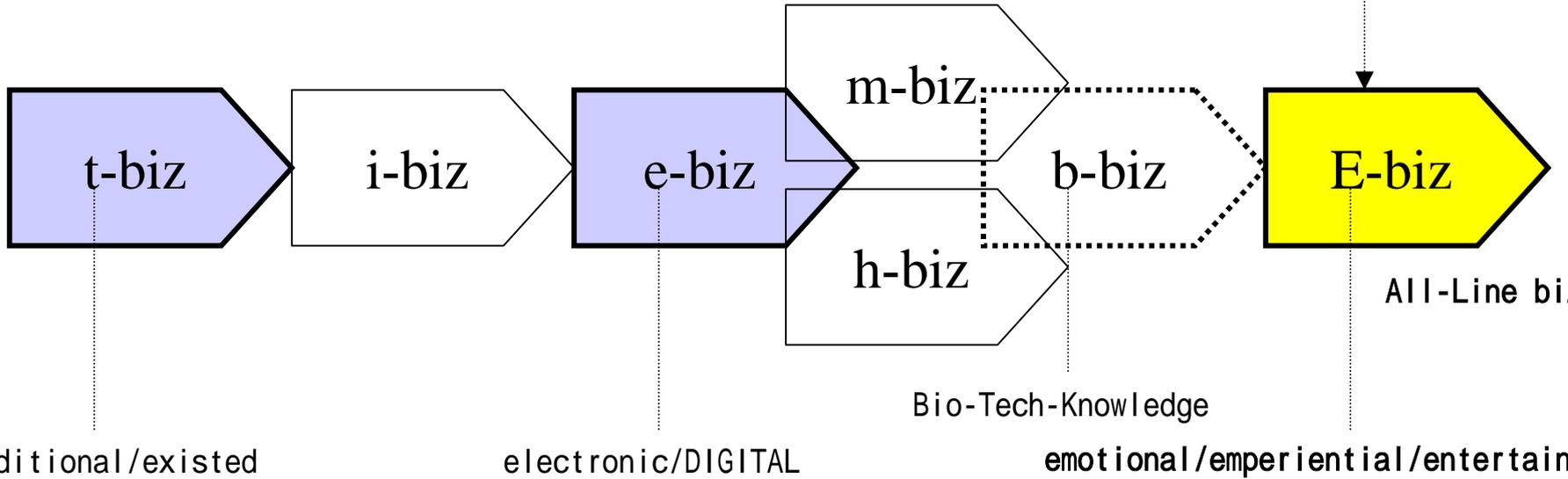
# Entertainment Marketing

20

가 . 'e' . 'e' ;  
'가 . 'e(electronic)' ' ;  
( : , e-CRM)



Rolf Yensen : "Dream Society"



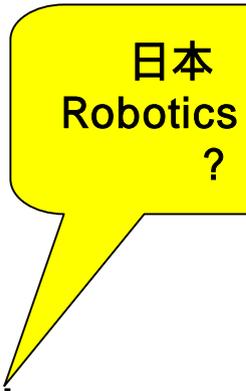


# Entertainment Marketing

e-biz ( )

가?? No!!)

( 가 가



'Osamu' : “鐵腕”

'SONY' : “AIBO”

“ASIMO” : HOMO FUSITSU?



'Hori' : “Date Kyoko”



www.cityfarmer.co.kr

(Who is She?~~)



# Entertainment Marketing

a(All-Line)-Business

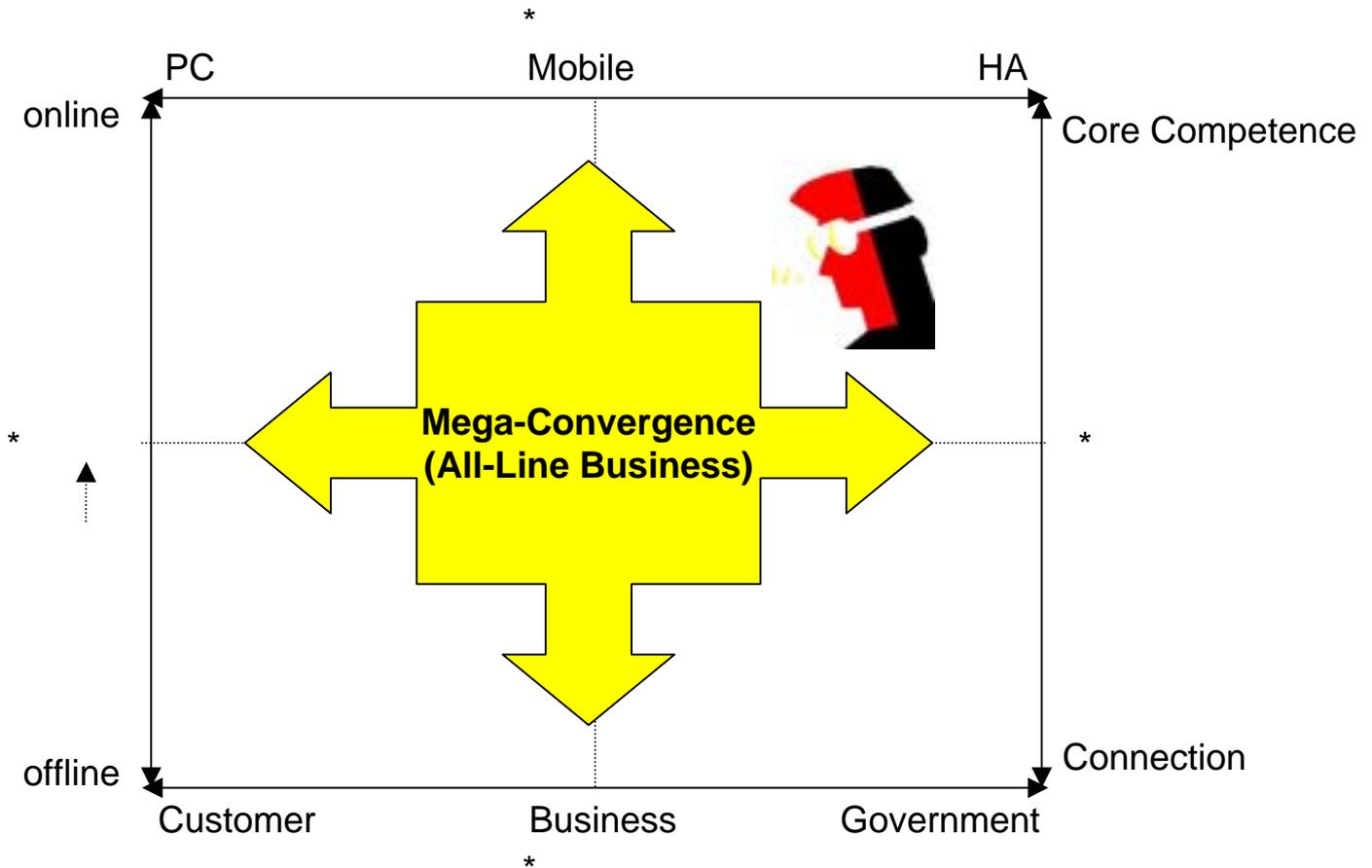
'下

가 ' ' (超融合 : Mega-Convergence)'

(超融合 : Mega-Convergence)'

.(Case :

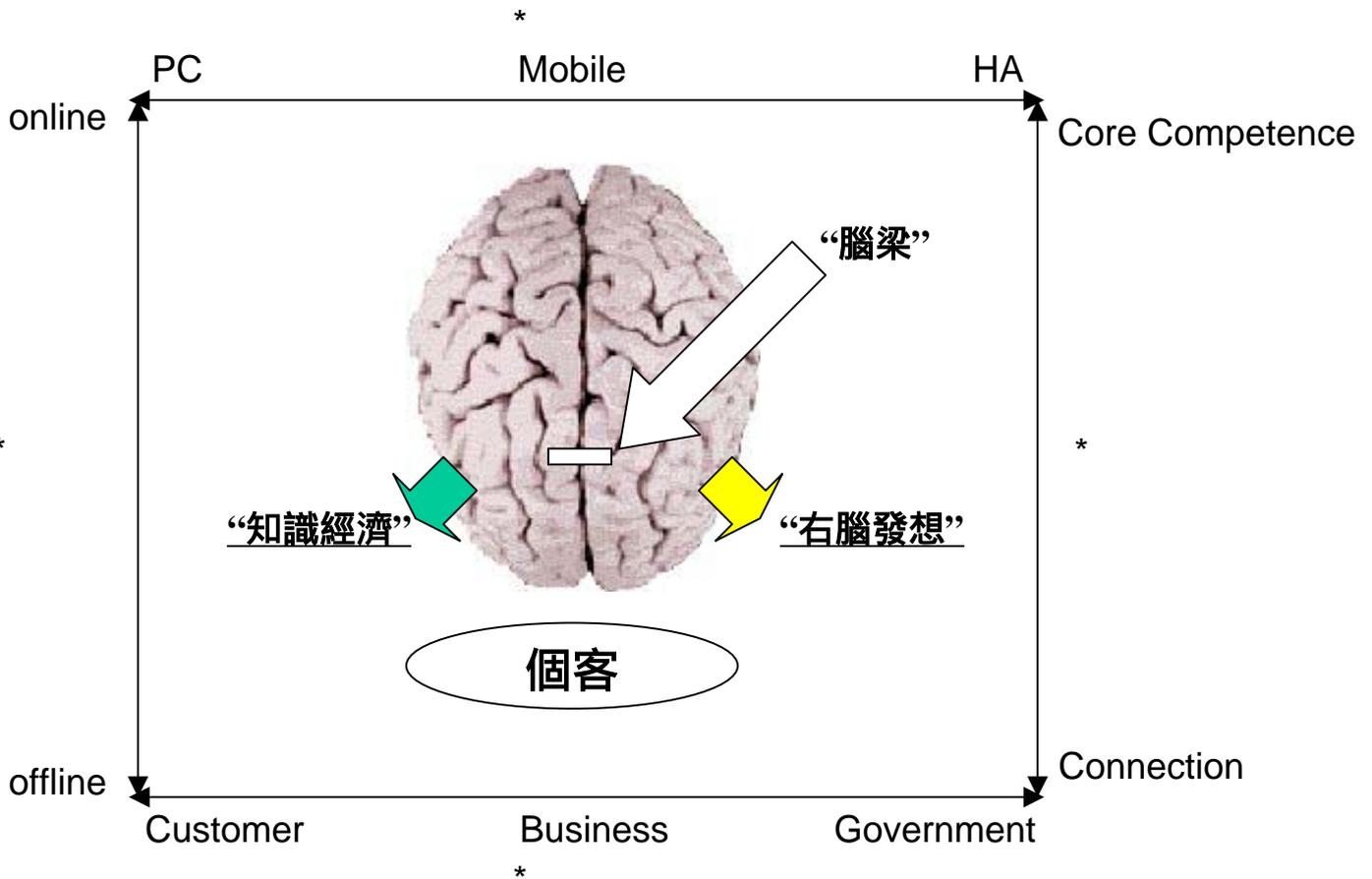
)





# Entertainment Marketing

(Mega-Convergence) a-biz(all-line business)  
(emotion) 가

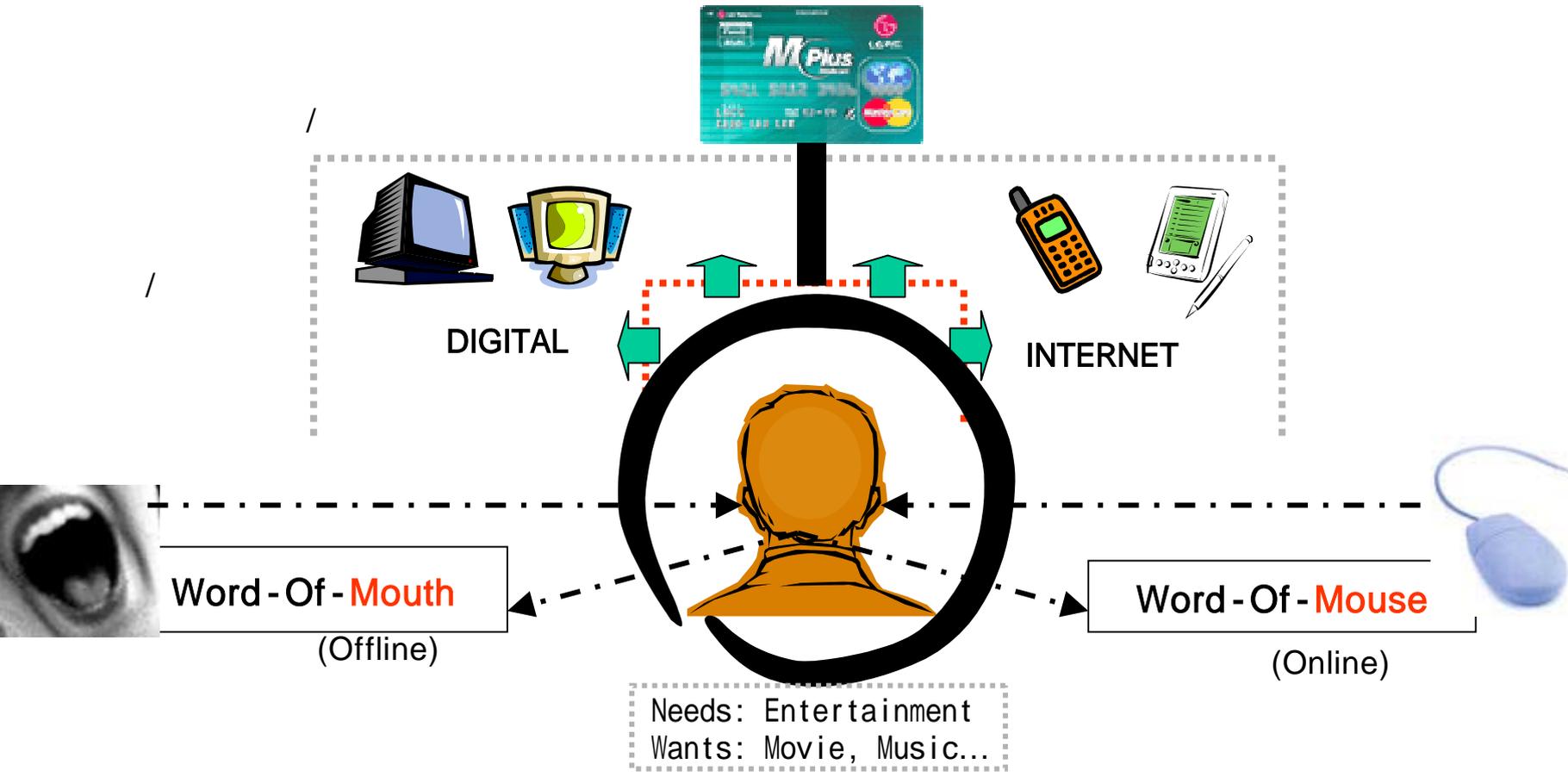




# Entertainment Marketing

‘ (Integration)’

(=> IMC : Integrated Marketing Communication) ( : ‘Gestalt Theory’ –  
가 (perception) /)





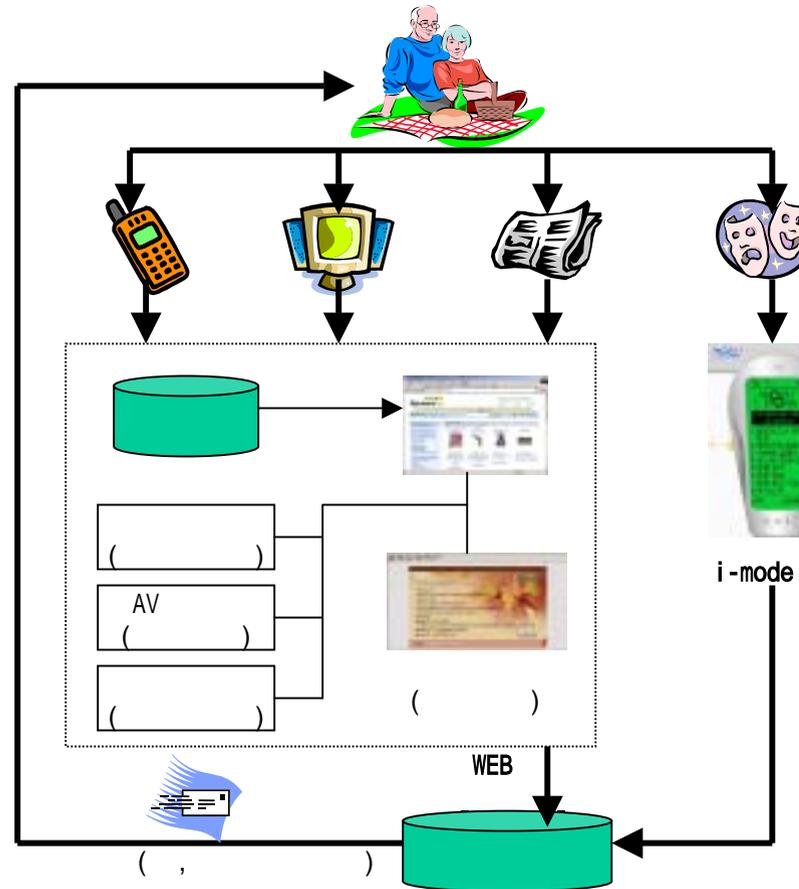
# Entertainment Marketing

( ) ‘ ’  
 ‘ + + ’  
 DB ( : ‘ ’ - => M&B)

[Empty box]

|  |       |   |         | Follow Marketing |
|--|-------|---|---------|------------------|
|  | ↔     |   | ← WEB → |                  |
|  | ↔     |   | ← WEB → |                  |
|  | ↔     |   |         |                  |
|  | ↔ POP | ↔ |         |                  |

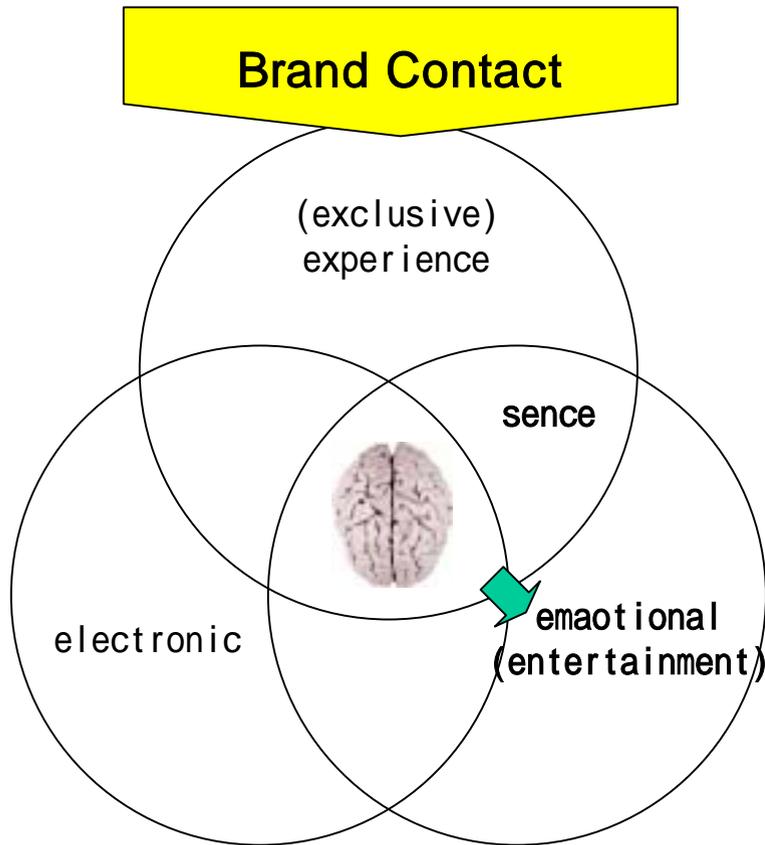
[Empty box]





# Entertainment Marketing

3 a-biz (E: Emotion)  
'e-Mix'  
(entertainment)'



[www.postpet.ne.kr](http://www.postpet.ne.kr)

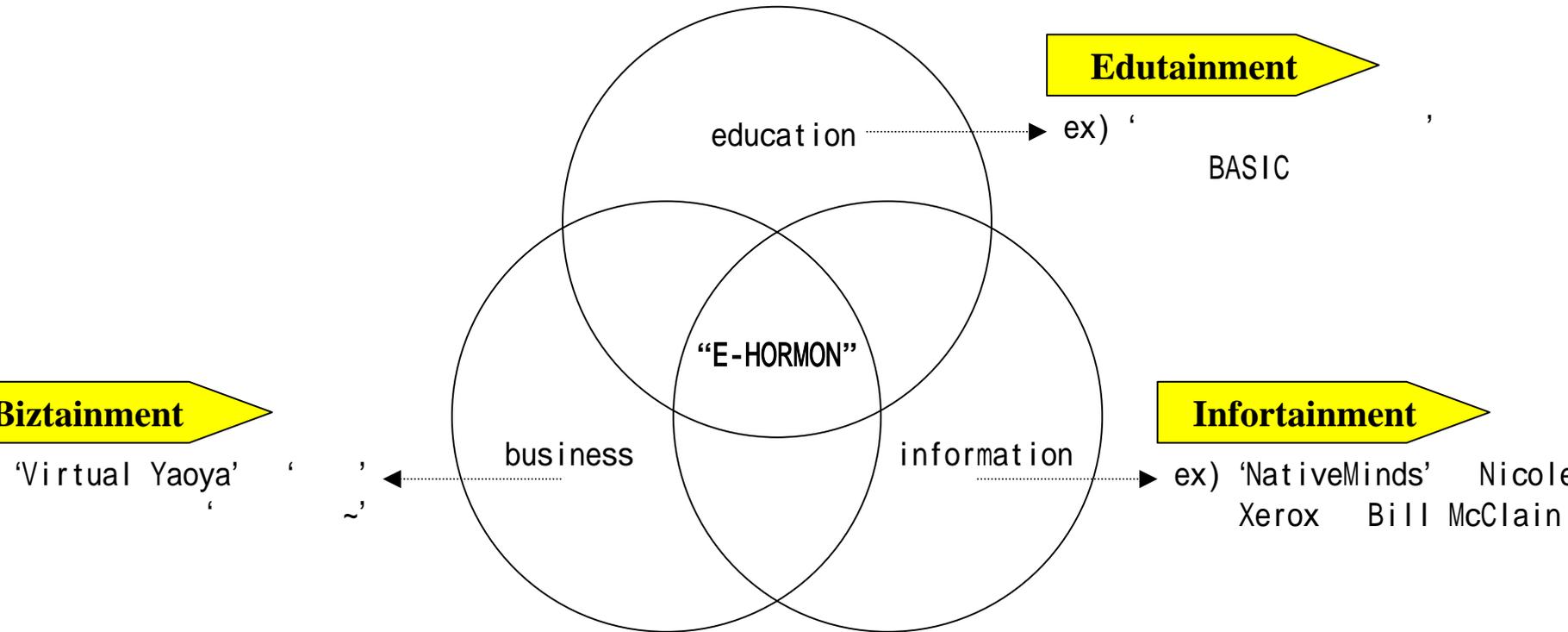


[www.luckysurf.com](http://www.luckysurf.com)



# Entertainment Marketing

( B2C )  
 (ContentDesignology)  
 'E-Hormon(Emotional HORMON)'  
 [" E- " - Michael J Wolf ( ) - ]



“ - T. Levitt (Marketing Myopia) - ”

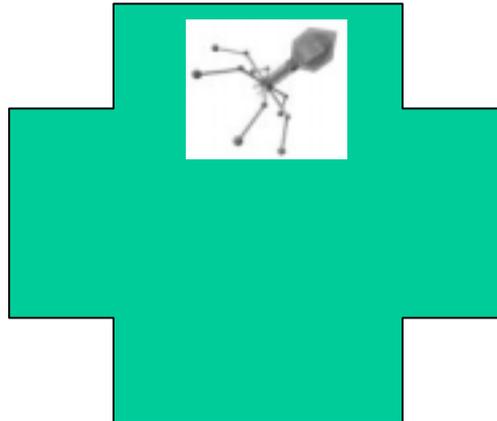


# Entertainment Marketing

(Word-Of-Mouth Marketing)

E-HORMON

( , , , , 가 )  
...  
...  
TV



( , , , , )  
...  
...  
/

( , , , , )  
PRG,  
eCompare.com,  
Free PC,  
PDA( ), Peapod,

( , , , , )  
iMac, Poraloid,  
Emailtome.co.kr,  
1  
/



# Entertainment Marketing

가

, 'Entertainment Marketing'

3가

가

巨視



( )

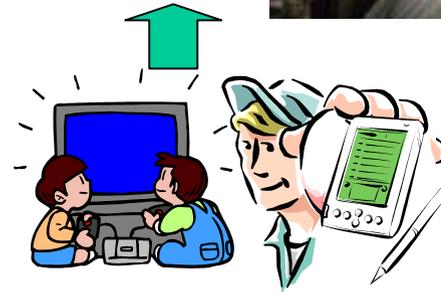
EXPO

産業

企業



“ (文化) ”



( )



( )

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_. ( : , , PPL



( )

微視

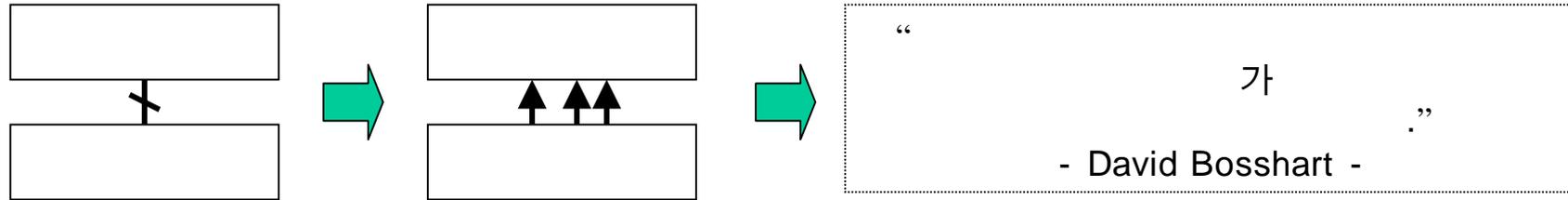
가



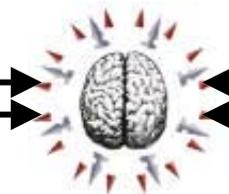
LG 텔레콤 '라이프 오픈'



# Entertainment Marketing



Happy Customer



“E-HORMON”





# Entertainment Marketing

가

(修身濟家治國平天下)'

. E-Hormon(

E-Factor)

'가

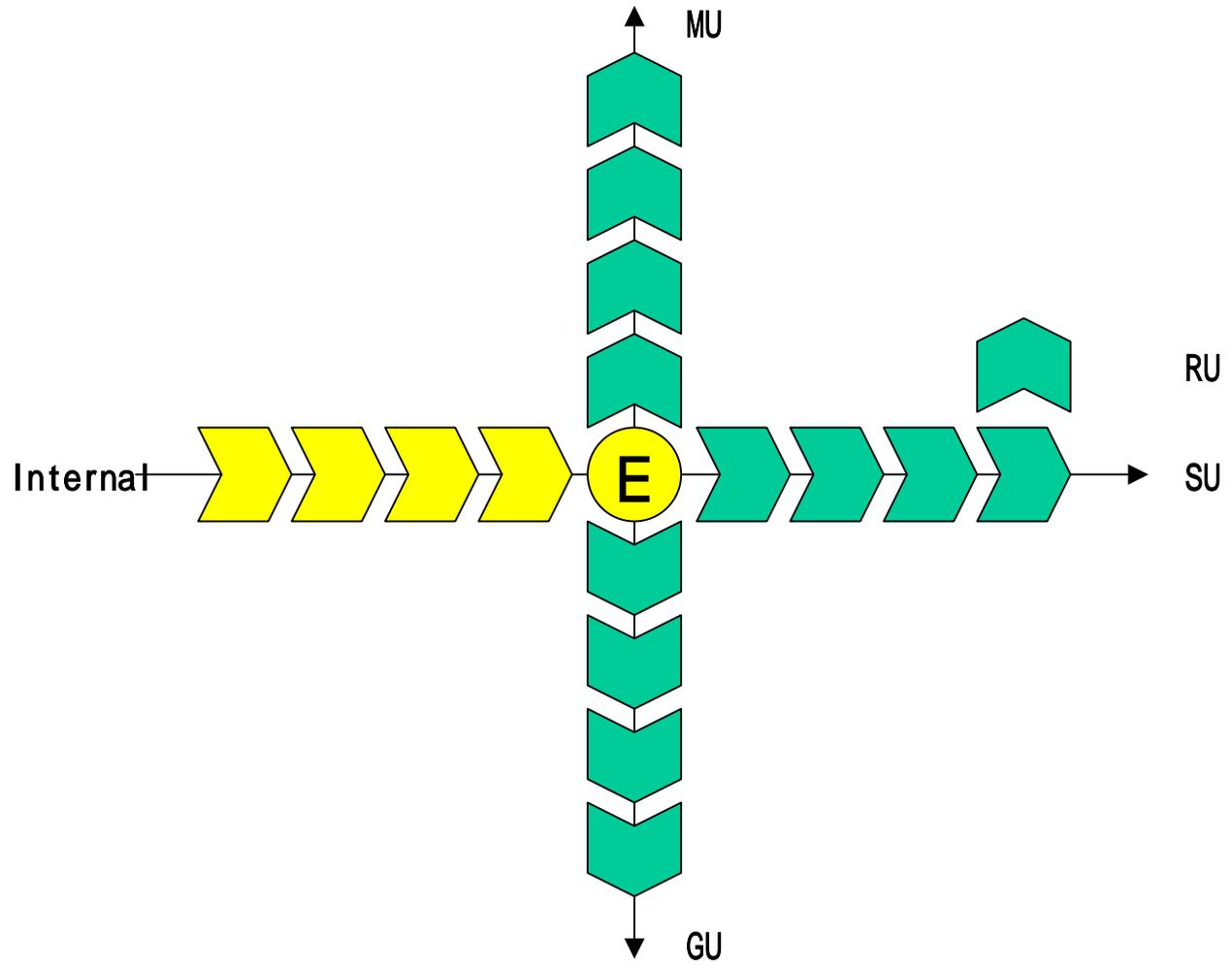
e-Hormon

(OSMU)'

EX) Ameba Organization



EX) Brainstorming





# Entertainment Marketing

E-HORMON

SP

가

( , ... )

가 / /가  
->

## floor guide

|         |                                    |
|---------|------------------------------------|
| 12F     | 식당가                                |
| 11F     | 식당가                                |
| 10F     | 면세점                                |
| 9F      | 멀티플라자 / 행사장<br>고객상담실 / 롯데카드센터      |
| 8F      | 가구 / 수예 / 장식<br>롯데갤러리              |
| 7F      | 가전 / 생활 / 아동 / 신생아 / 탄채리           |
| 6F      | 스포츠 / 골프 / 전개주일                    |
| 5F      | 남성의류 / 남성잡화                        |
| 4F      | 명품관 / 디자이너 / 마담                    |
| 3F      | 여성의류 / 모피 / 숙녀화                    |
| 2F      | 영캐주일 / 여성의류                        |
| 1F      | 명품관 / 패션잡화<br>안내데스크 / 유모차대여소       |
| B1F     | 식품 / 행사장<br>상품권판매소 / 물품보관소 / 안내데스크 |
| B2F~B3F | 주차장                                |

PPL

( ), (

'No Windows' : , , ...

가 (Odds Price)

3 A

( ), ( ), 가 ( ) /  
( )

: / (

Loss Leader

: ( , -> )

, : ' , '

: ( , , )



# Entertainment Marketing

/

...

PPL(Product Placement),

) , ; , 가

) -  
)

) , , ...

( share)  
,

(ambush)

) ( , )

) F1, (?)  
) fn.com,

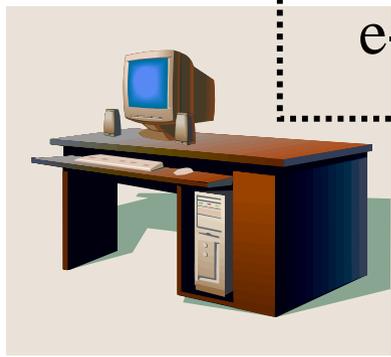
( ) ...

) - ( )  
) ( )

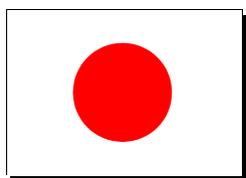
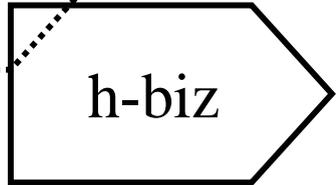


# Global E-Marketing ( )

“ ‘e-’ IT ”  
가 가



e-biz



: “e-JAPAN” ( 가 )

2005 가 2000 10 3,000 IT  
(森喜朗)



# Global E-Marketing ( )

2003

10

(Global Standard)

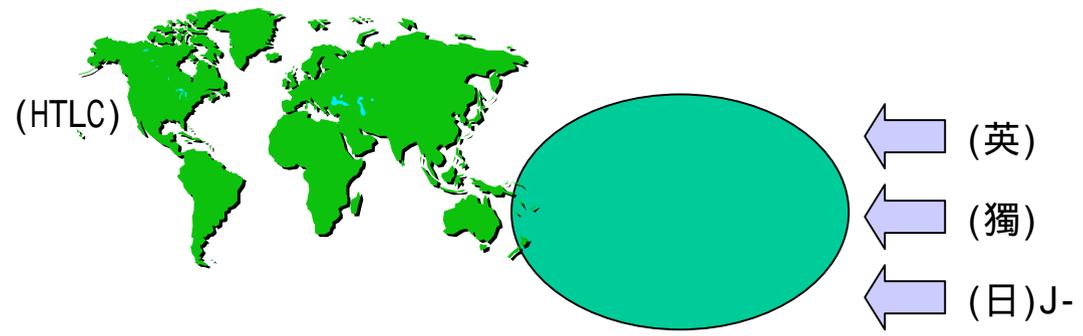
. ( : 가 1 ‘ , ’ )



## MAGIC (2010 Vision) & DREAM

- ➡ Mobile Multimedia
- ➡ Anytime, Anywhere, Anyone
- ➡ Global Mobility Support
- ➡ Integrated Wireless Solution ( , 가 ...)
- ➡ Customized Personal Service

- ➡ (韓)
- ➡ (香)
- ➡ (印)PT
- ➡ ( )
- ➡ (和)KPN
- ➡ (美)



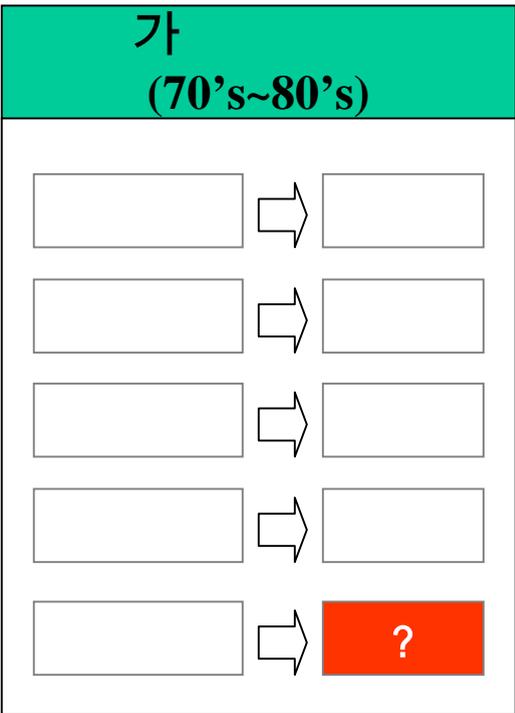


# Global E-Marketing ( )

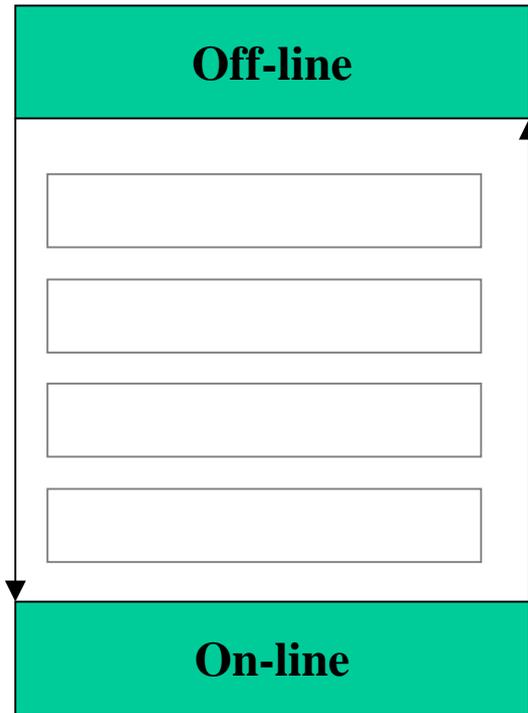
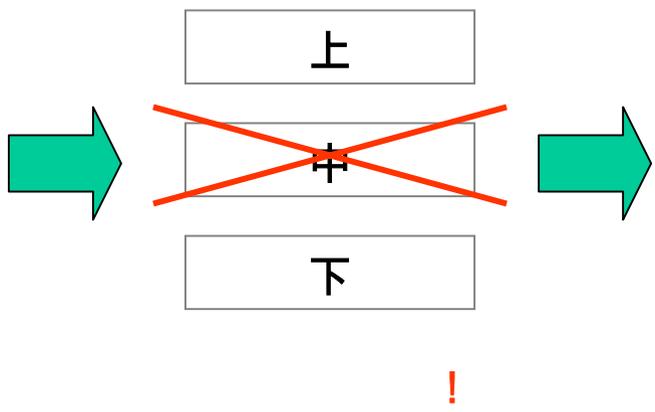


가 가

, , , .



[Digital Transformation]

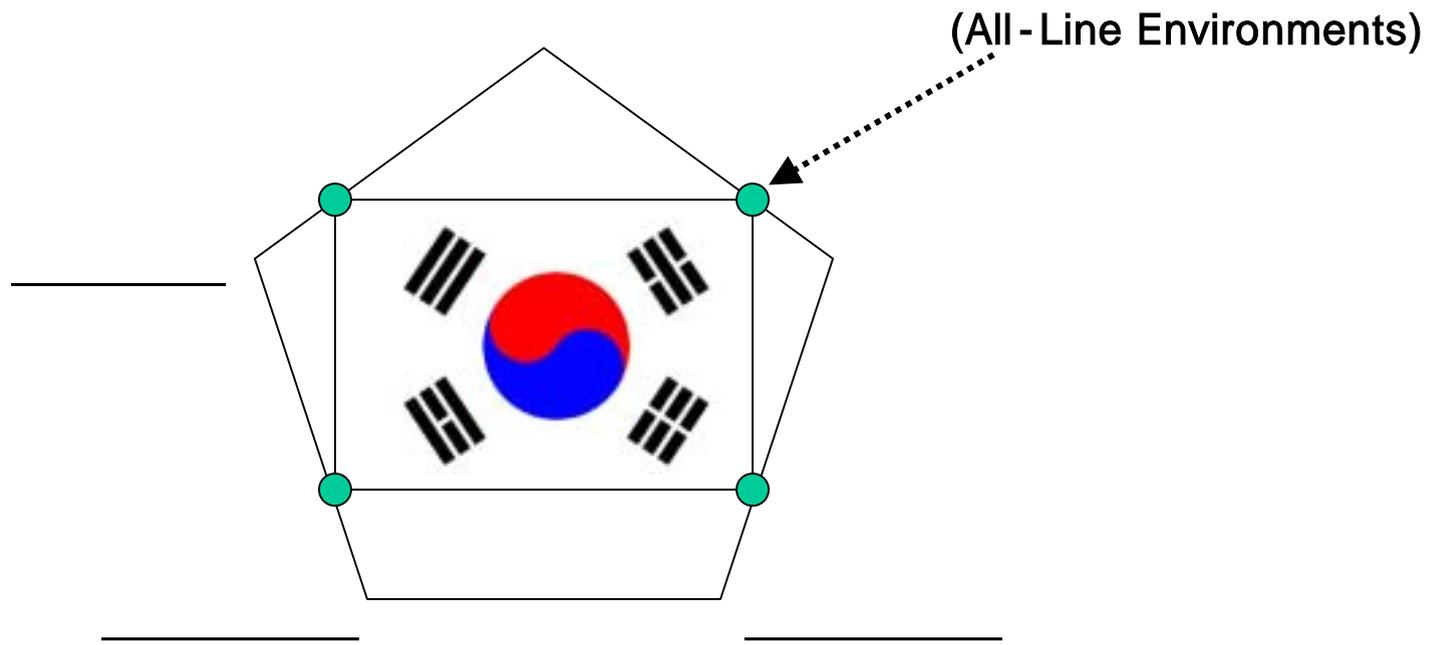




# Global E-Marketing ( )



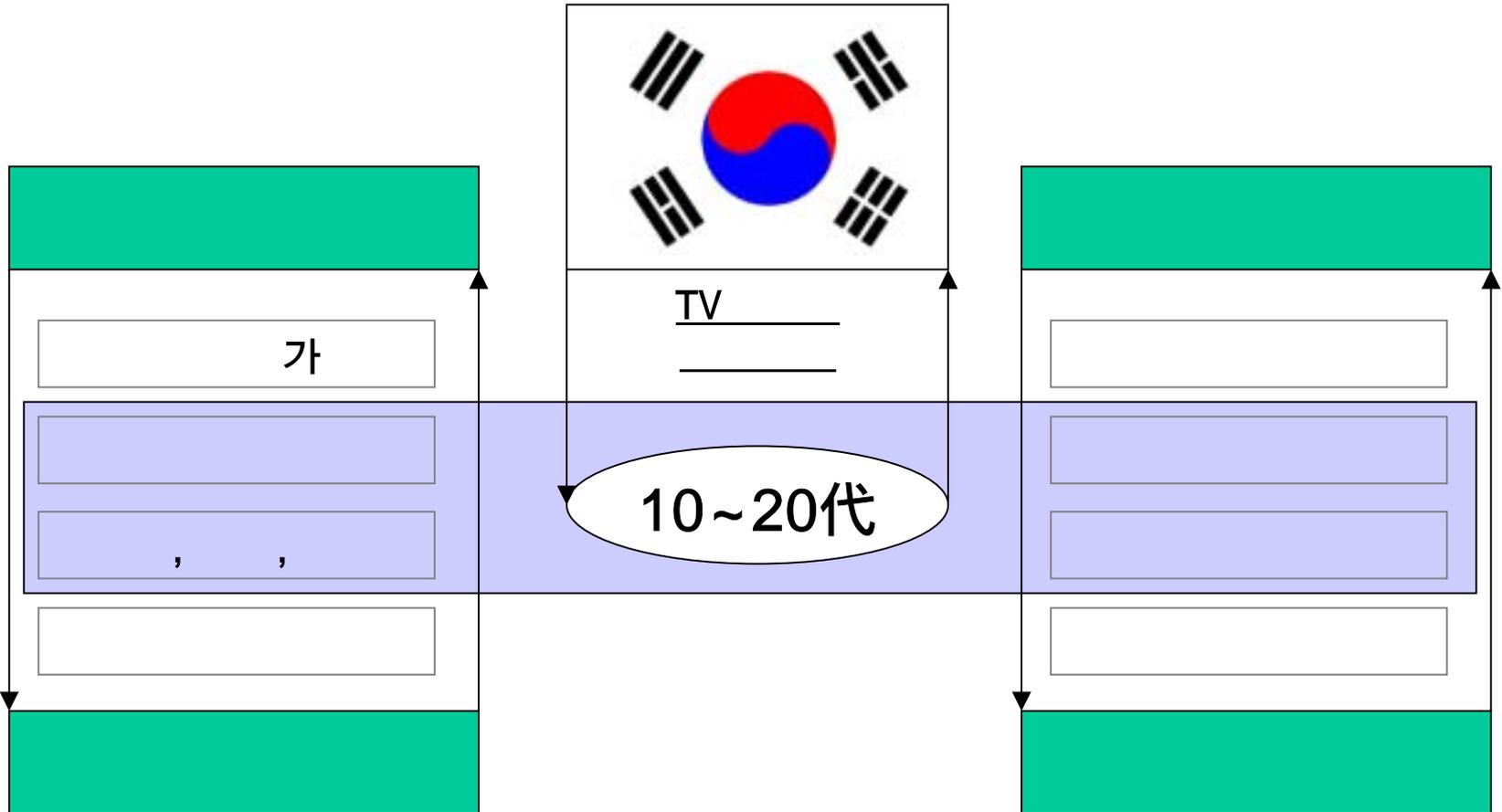
: 2002 , ( ), , ,  
5가 가 , , .  
(韓流) , .





# Global E-Marketing ( )

가 가 10~20 . ‘ ’  
 , , , ( )  
 , )’ .

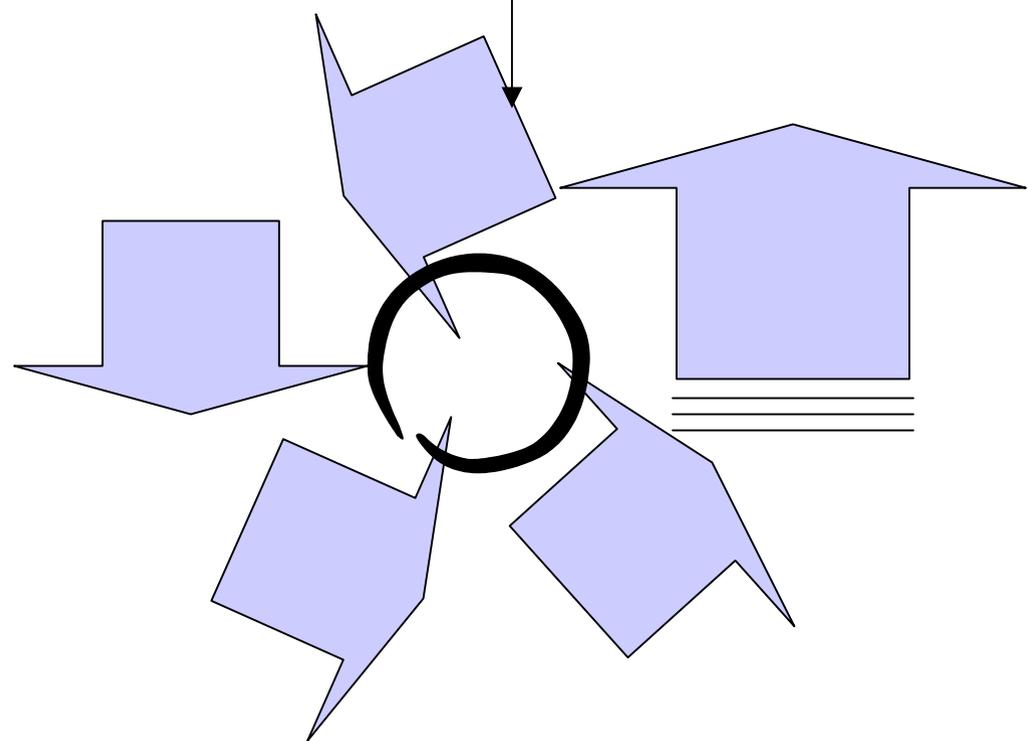
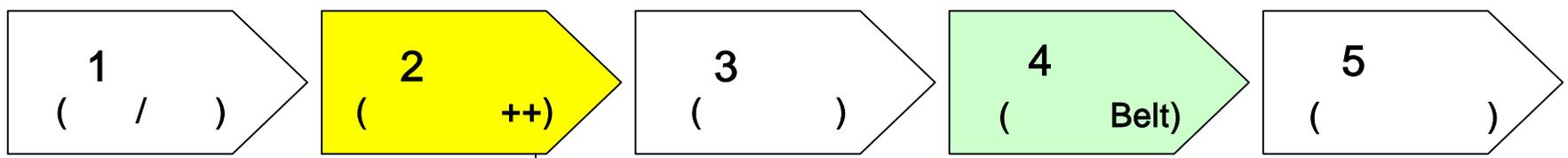




# Global E-Marketing ( )



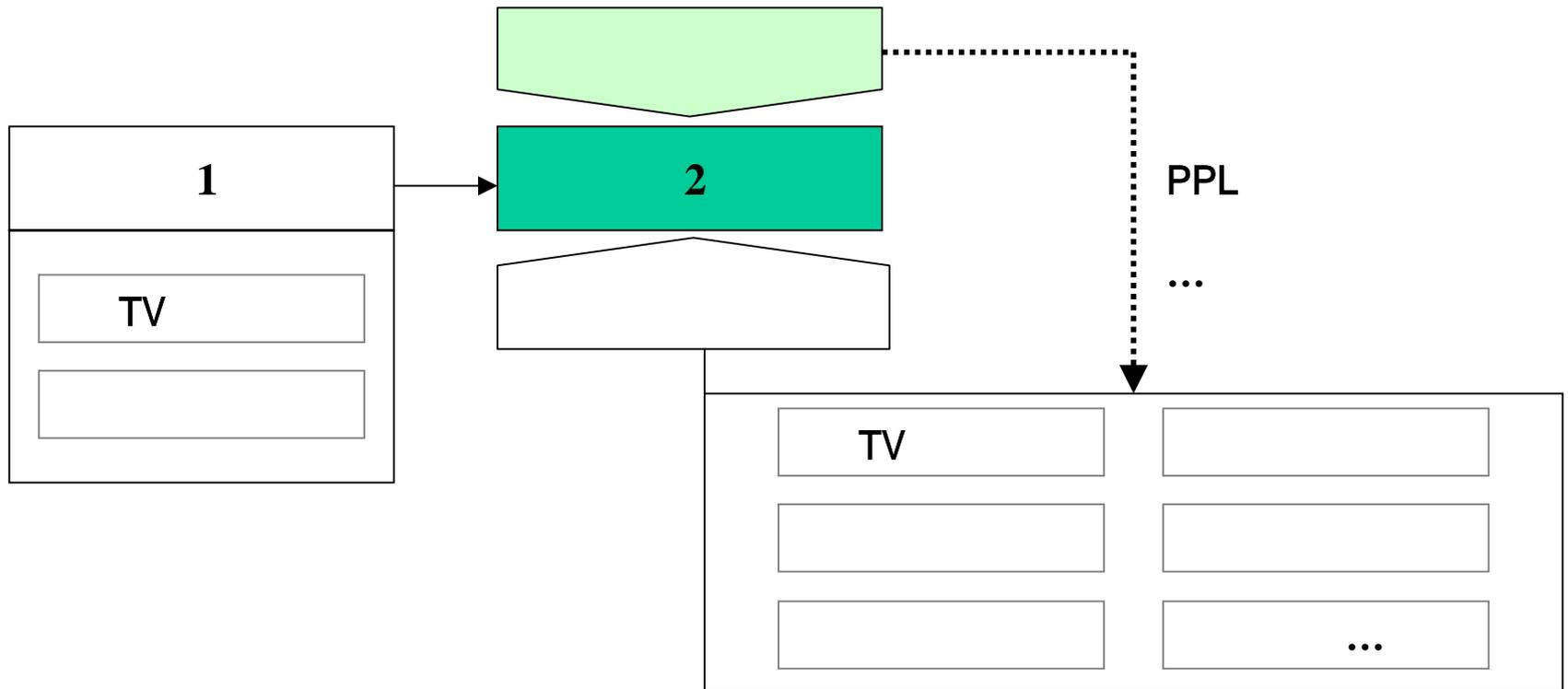
2 -> , -> -> -> 10~15 ' 4 가 가 .





2

“ ” , ‘ ’ 가 .





# [ ] Entertainment Industry

1996~1997 GDP 가

| (GDP, 1997) |     |       |
|-------------|-----|-------|
|             | ( ) | GDP   |
| (1,503 )    |     | 305   |
|             |     | 667   |
|             | TV, | 531   |
|             |     | 1,573 |
|             |     | 1,185 |
|             |     | 854   |

[ ] 'Statistical Abstract of The United States' (1999 ) -

' , 가

| (1996) |     |       |
|--------|-----|-------|
|        | ( ) |       |
| (199 ) |     | 52 2  |
|        |     | 146 6 |
|        |     | 165 1 |
|        |     | 96 3  |

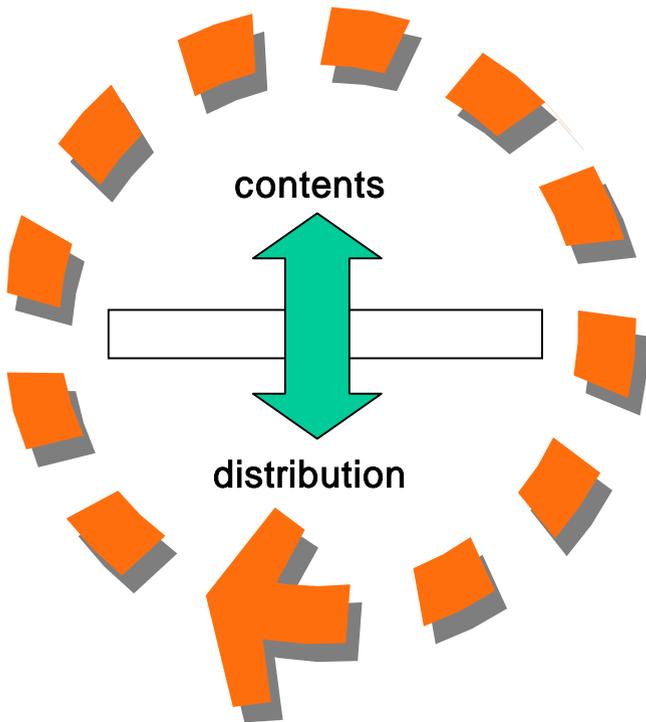
[ ] 'Entertainment Industry Economics 4<sup>th</sup> Ed.' - Herald Vogel

|         |         |
|---------|---------|
| 1997    | -TV-    |
| 123 \$, | 100 \$. |
|         | 402 \$  |



# [ ] Entertainment Industry

TV-CATV- ( )-( )  
 [ -MCA, ( ,가 , )-Columbia]



|        |      |           |
|--------|------|-----------|
| ) AOL  |      |           |
| - 1989 |      | (140 \$)  |
| - 1995 | CNN  | (76 \$)   |
| - 2001 | -AOL | (1600 \$) |

|   |            |   |
|---|------------|---|
| 舊 |            |   |
| - |            |   |
| - |            |   |
| - | CNN, HBO ( | ) |
| - | (          | ) |
| - | (          | ) |
| - | (          | ) |
| - | WB (       | ) |
| - | (          | ) |
| - | AOL (      | ) |



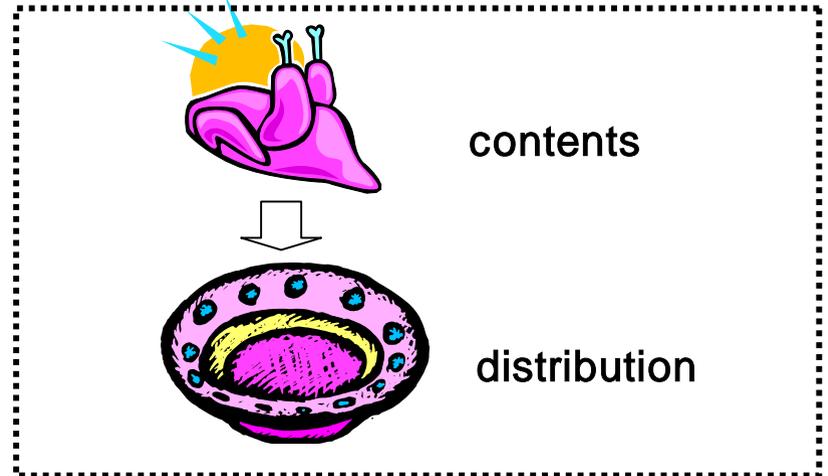
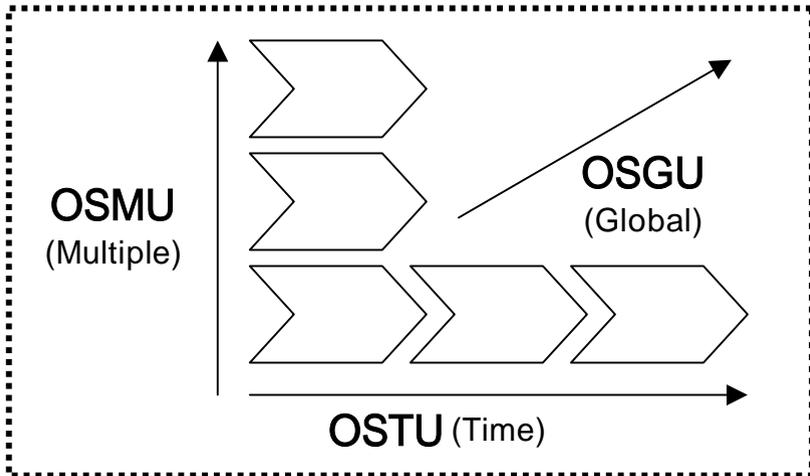
# [ ] Entertainment Industry

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/ ( )

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[ ]

[ ] [ ]

/ [ ]

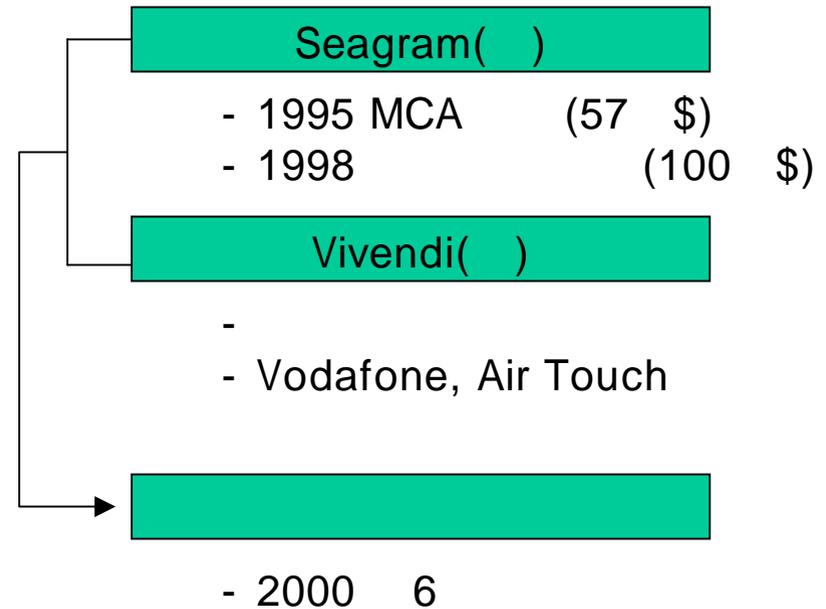
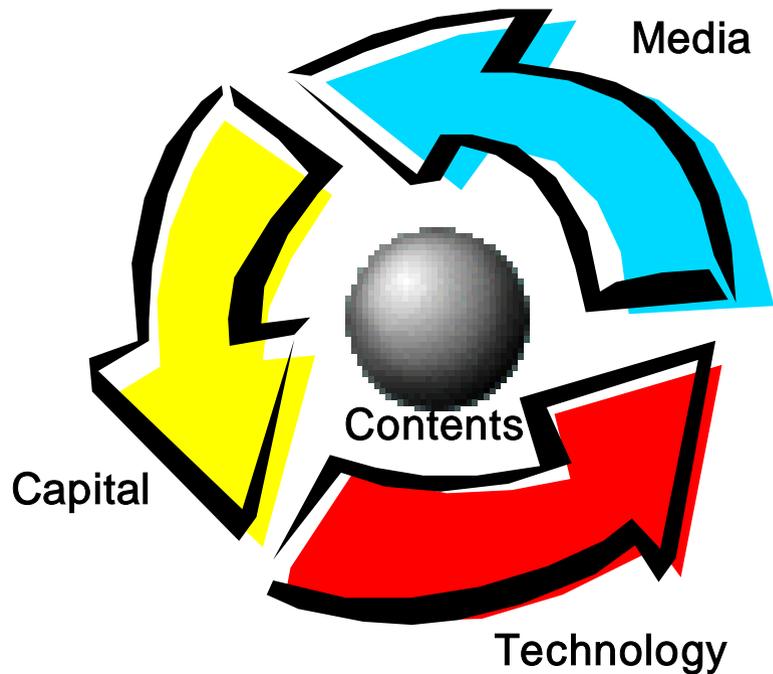






# [ ] Entertainment Industry

“ (Media), (Capital), (Technology) (Contents) 가 ”





# [ ] Entertainment Industry

1. : /가 (a) , (b) , (c) , (d) .

2. : 가 . 가 .

3. : PPL . ,

4. : 가 OSMU , 가 / 가 .

5. : 가 . 가 . ,

6. : 가 . PPL .

