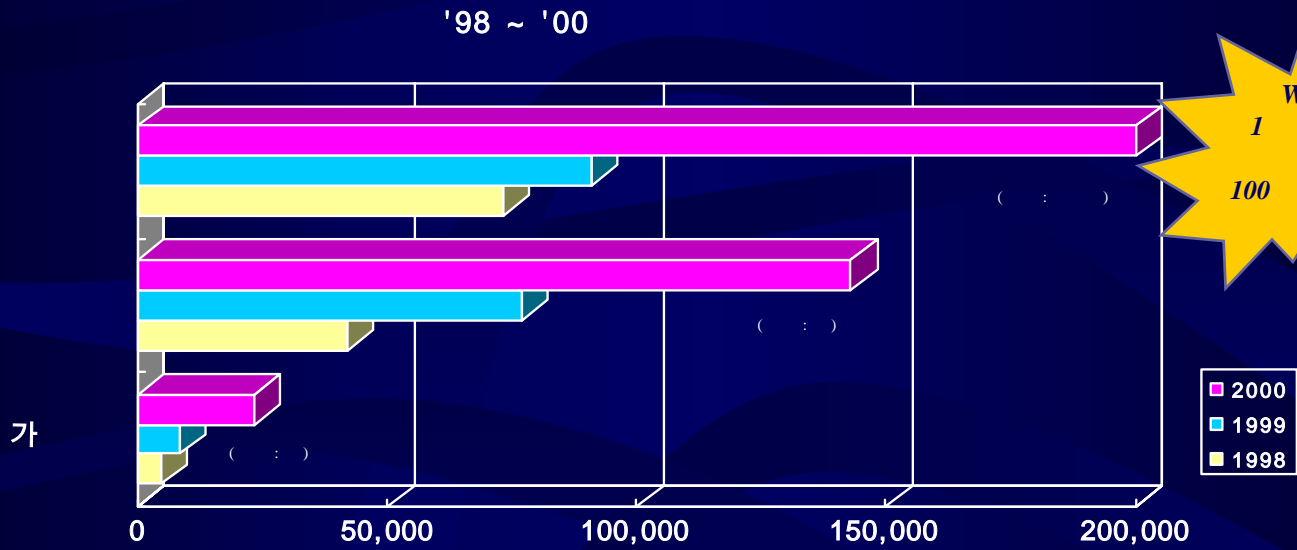


# Transformation Project

2000. 12. 06.

， ，

# I.



⋮



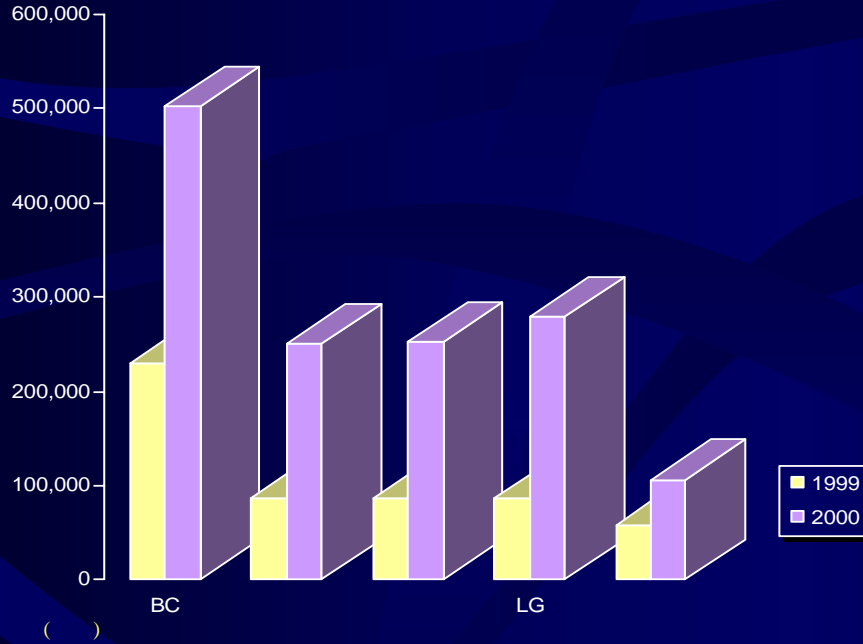
가

# II.

# - 1

5 '99 ~ '00

9 ( )



	1999	2000
BC	230,437	502,800
	86,997	249,900
	86,958	252,200
LG	85,800	278,800
	58,800	106,600

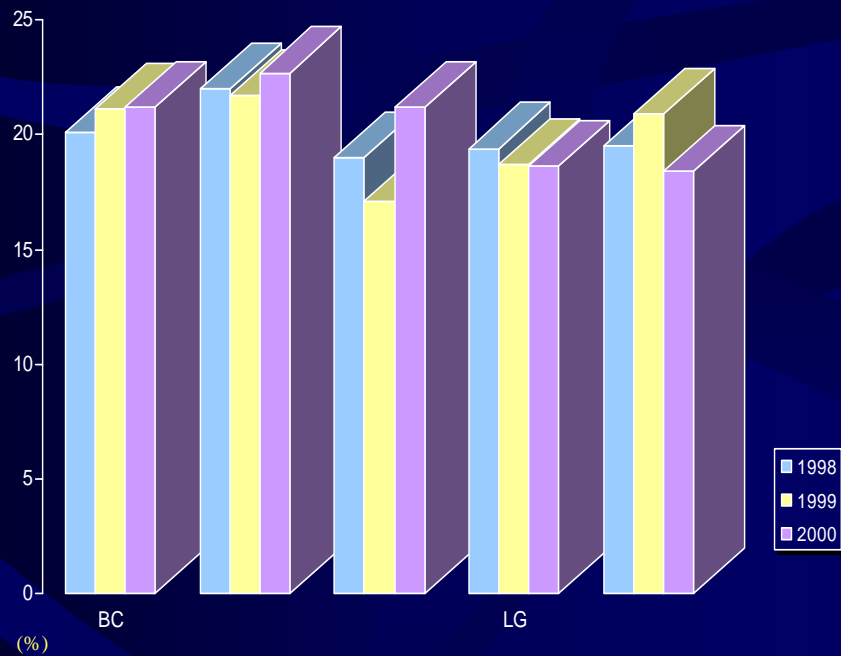
*Oh, My GOD!*  
2  
5 !

# II.

# - 2

5 '98 ~ '00

9 ( )



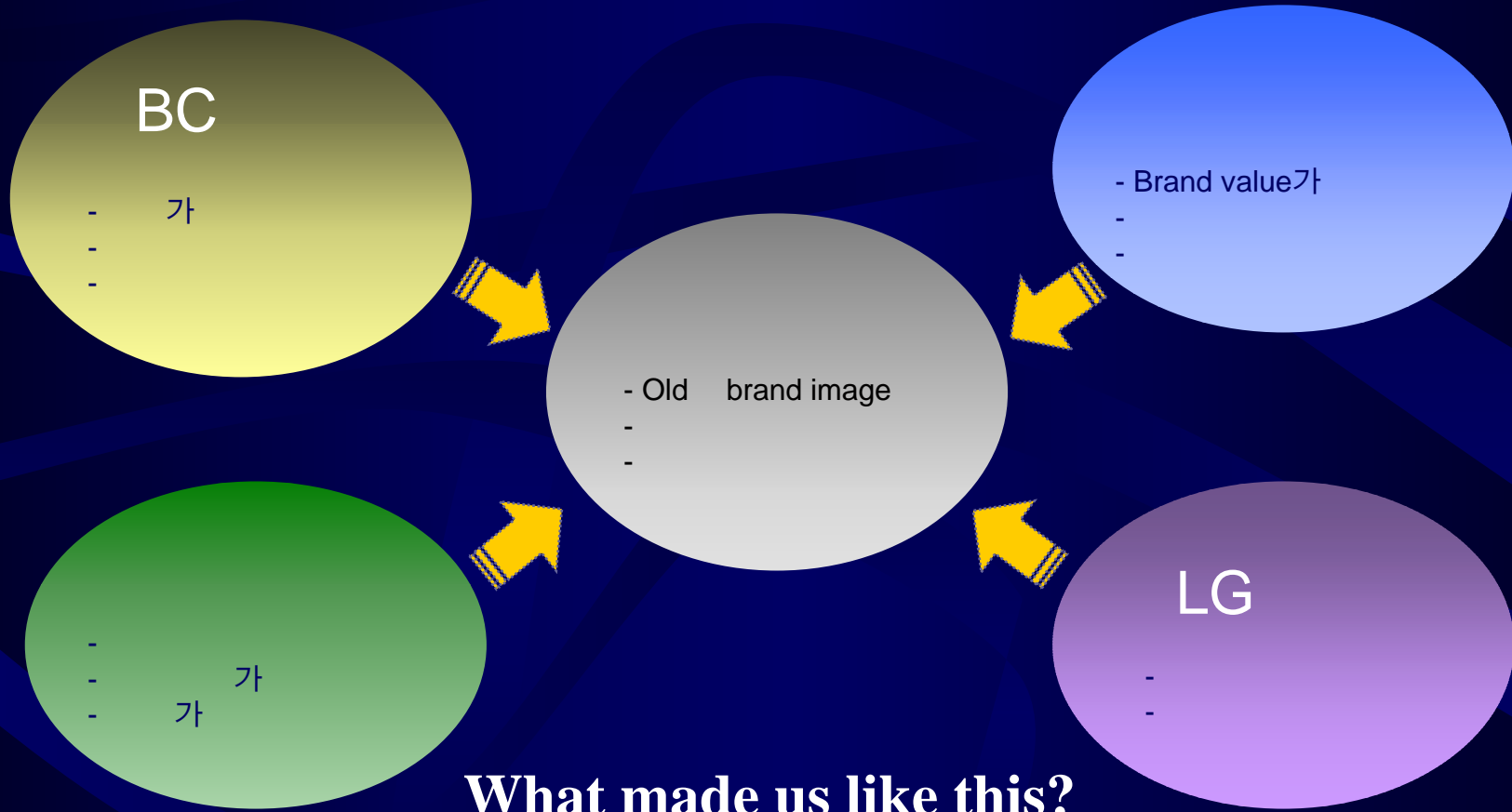
	1998	1999	2000
BC	20.1	21.1	21.2
	22	21.7	22.7
	19	17.1	21.2
LG	19.4	18.7	18.6
	19.5	20.5	18.4

(%)



# II.

# - 3



**What made us like this?**

III.

가?

!

HOW?

!

# IV.

# Target

# 가?



Target	• 가 . • . • . • .
	(36%), (64%)
	5 (32%), 5~10 (36%), 10~20 (24%), 20 (8%)
	10 (12%), 20 (46%), 30 (34%), (8%)
	(46%), (20%), (10%), (16%), (4%), (4%)
	(80%), (20%)
가 ?	(26%), (24%), (12%), (10%), , (6%), (6%), (8%), (8%)

( 20 ~ 24

100

)

가 !

가!

V.

가?

!



*YNot*

“YNot” : “Why Not”



VI.

benefit

가?

가

: 18

가 5

: 50

:

,

YNot

,

MP3

VII.

가? - 1

*YNot Card*

*2001*

*4*

.

**CONCEPT**

*YNot Card*

# VII.

# 가? - 2

*Target :*

*: Old  
target*  
*YNot card*

**KEYWORD**

“

!”

VII.

가? - 3

*Tone & Manner*

*Dynamic*