

empas communication





Marketing

internet

empas

Communication

empas Communication

Creative

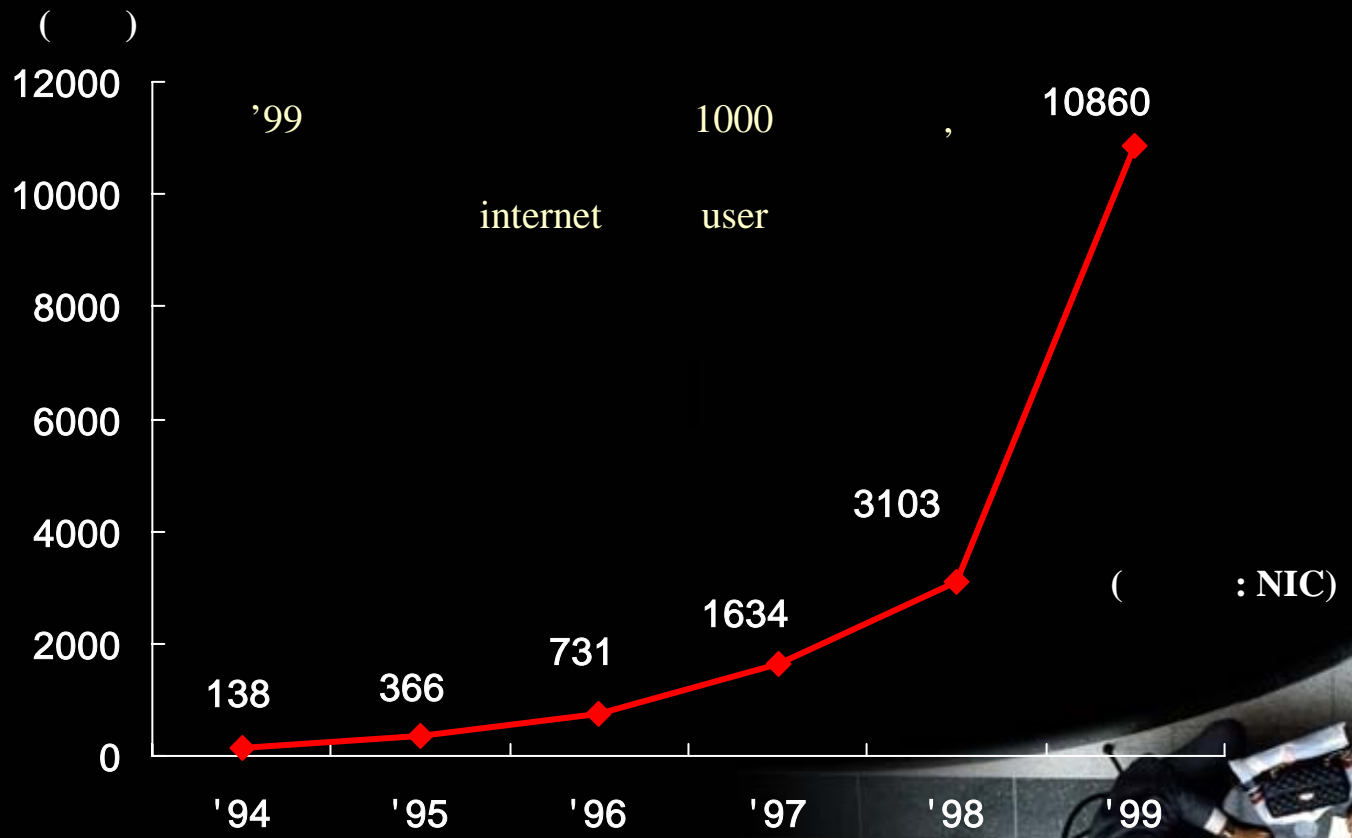


marketing



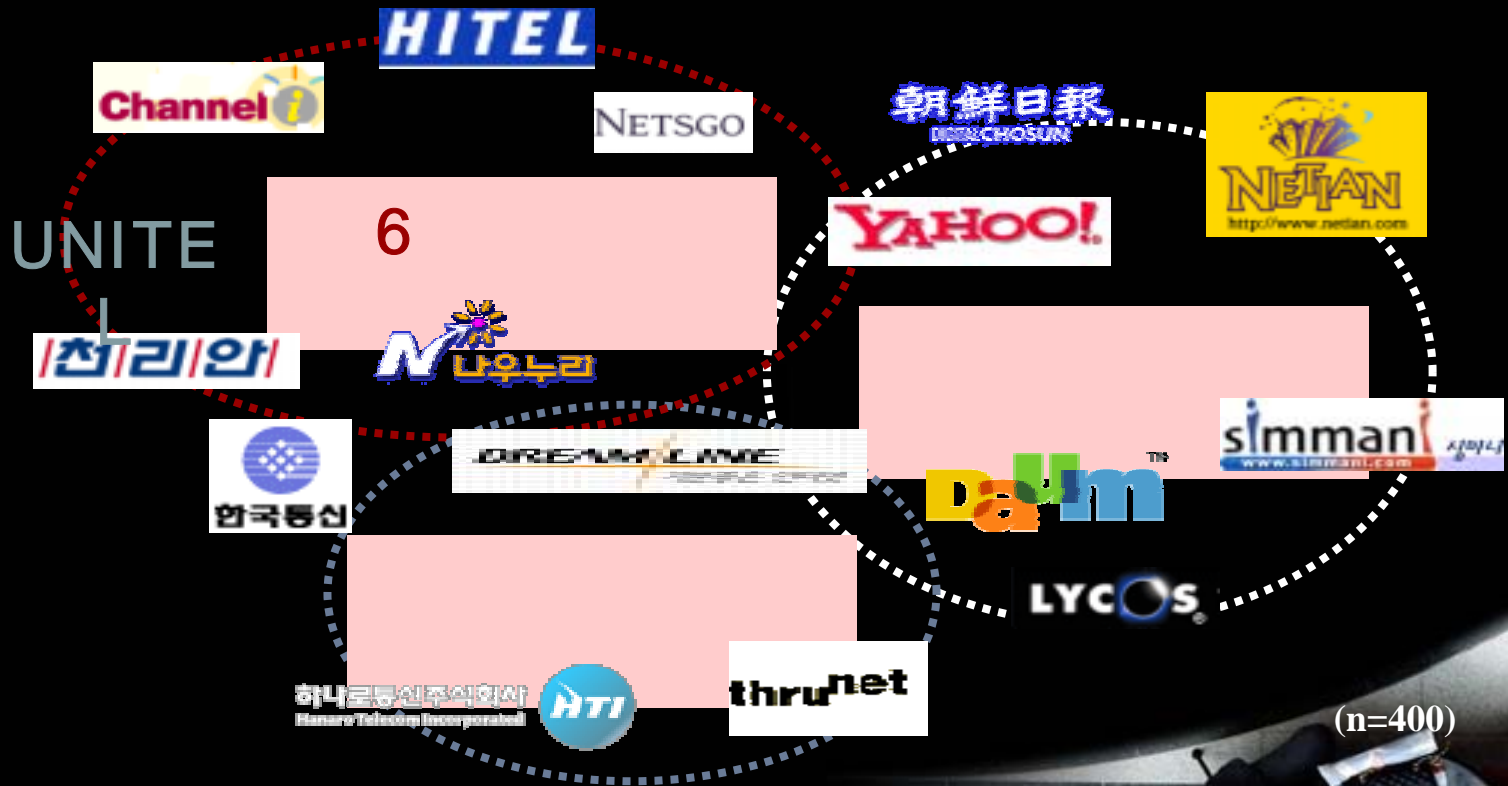
I.

Internet



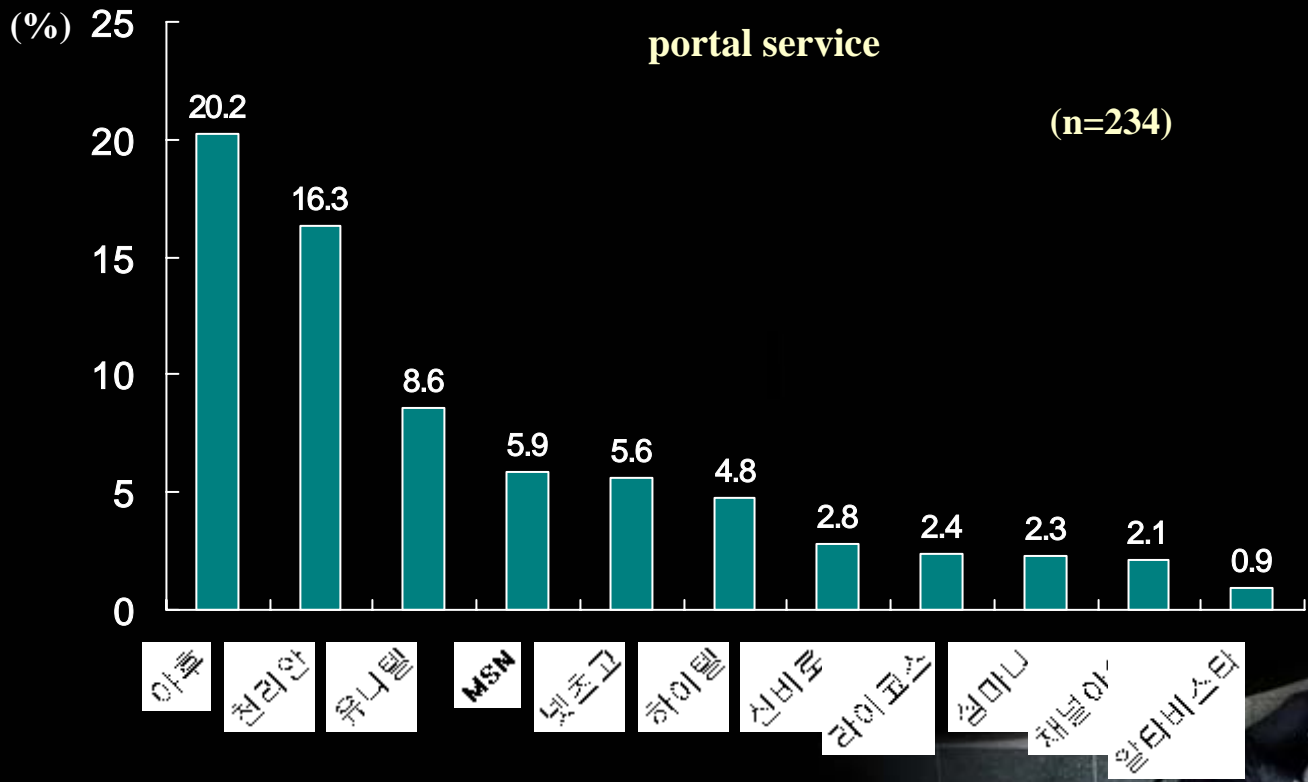
I.

가



(n=400)

I.



I.

portal site

(e-mail, news)

portal site

portal site



(n=990)

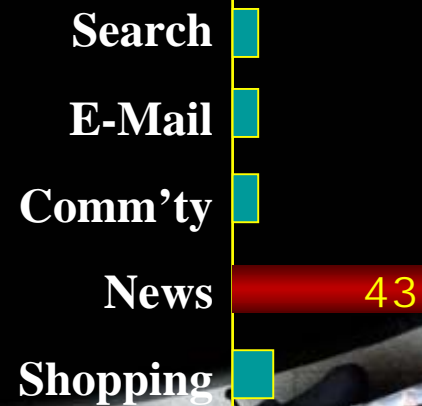
I.

portal

one-stop svc
가



portal



(n=990)



I.

Implication

mass

mind share

communication

empas identity

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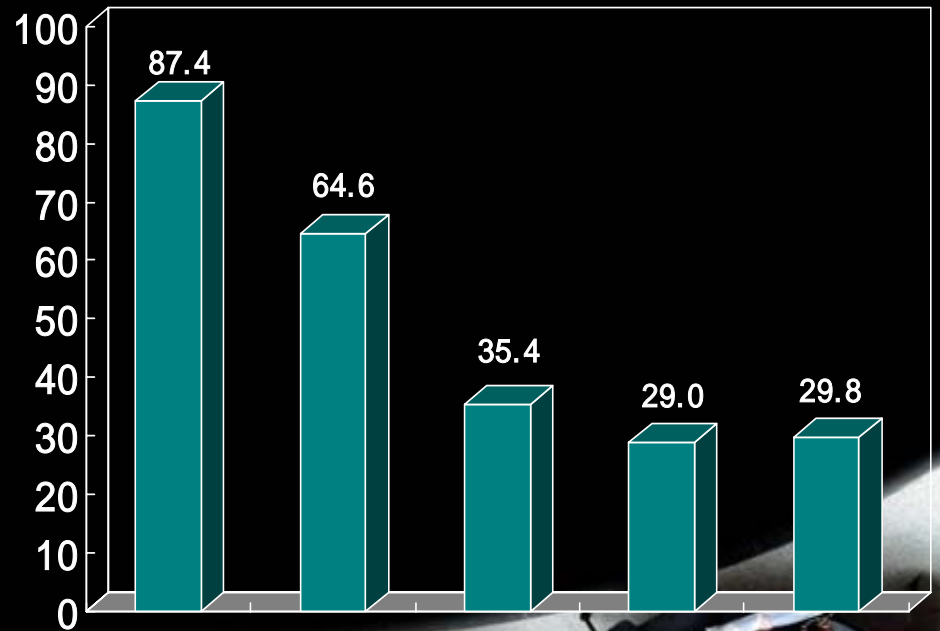
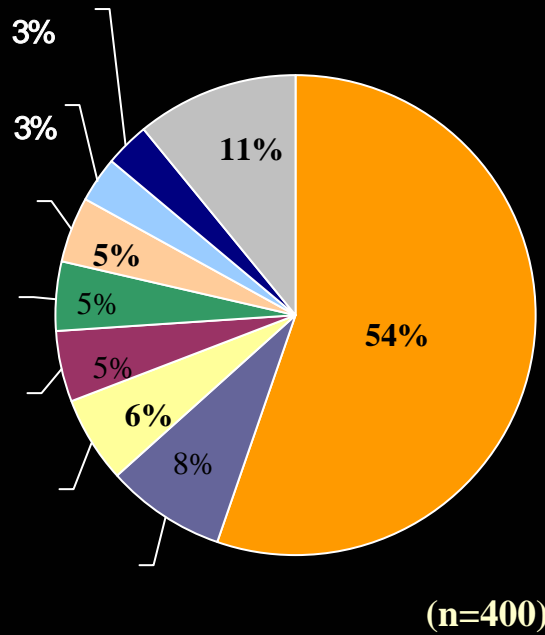


II.

/portal site

1/2

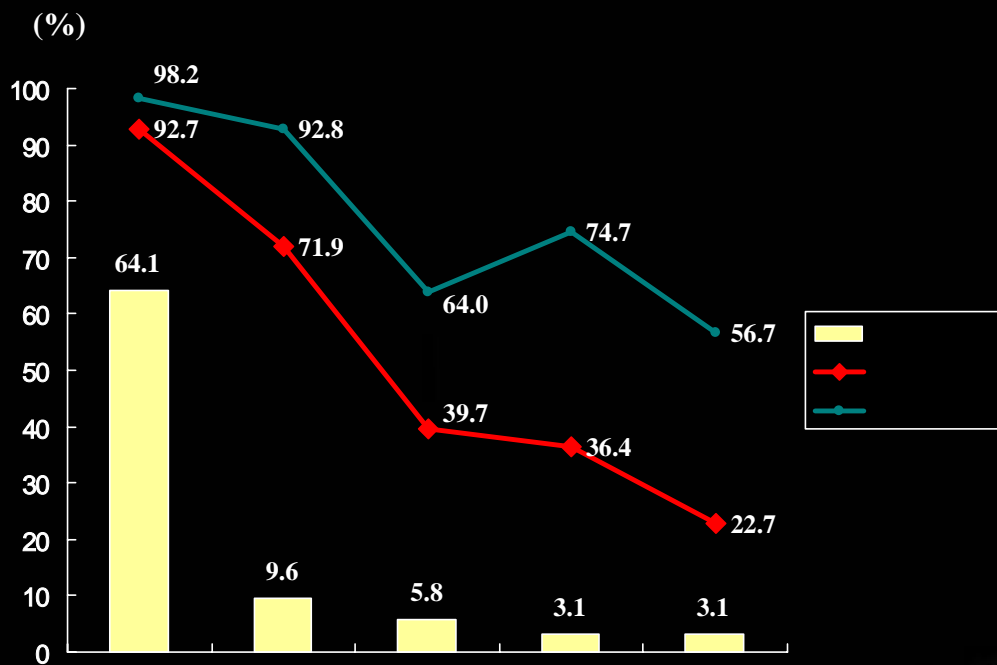
,



II.

(Awareness)

mind share,



(n=344)

II.

85%

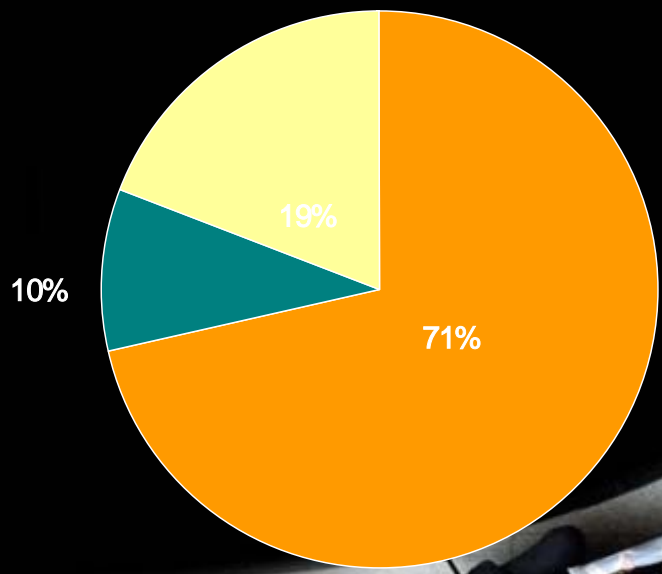
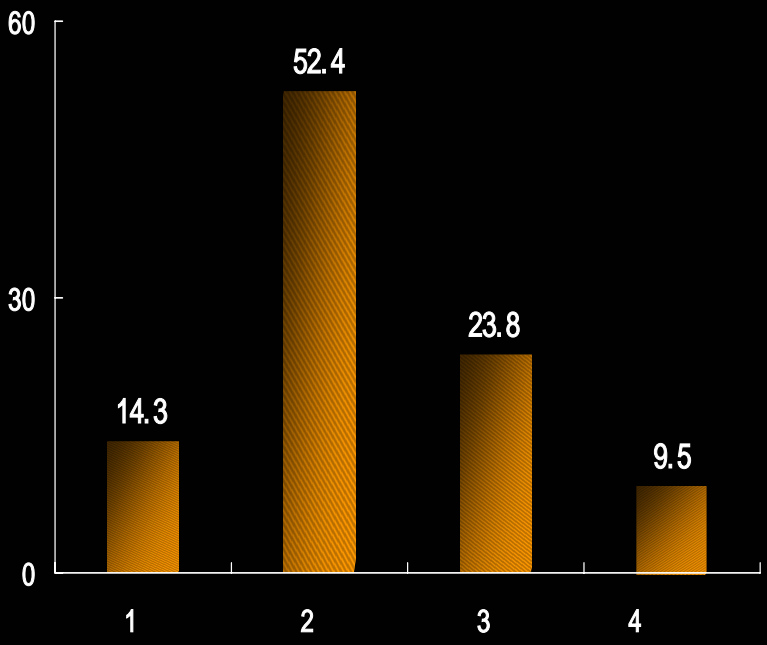
2

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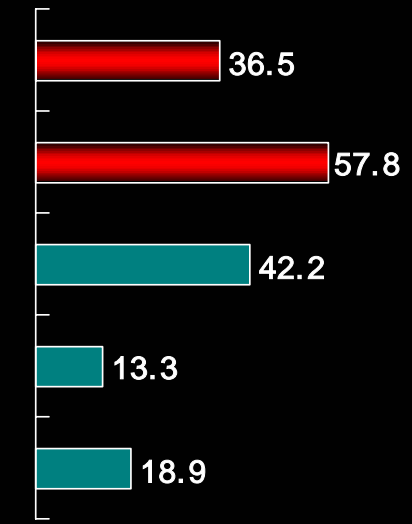
<가

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(n=400)

II.



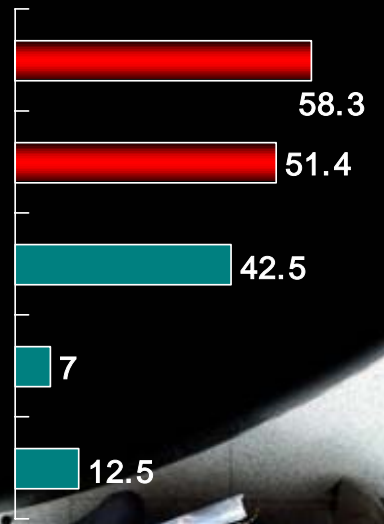
(n=50)

site



(n=141)

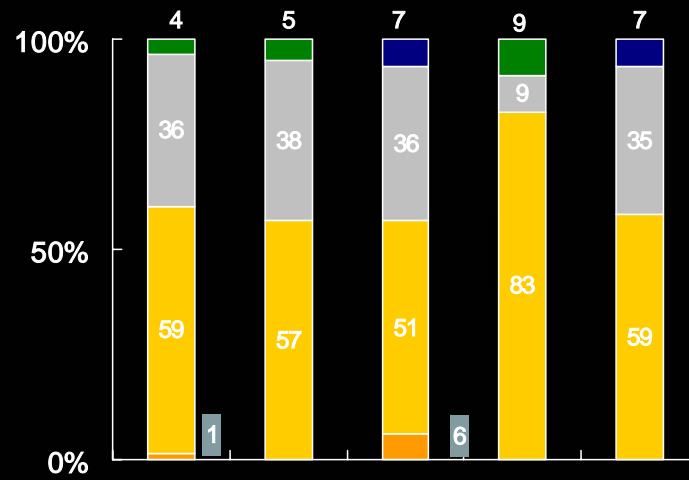
site trial



(n=284)

II.

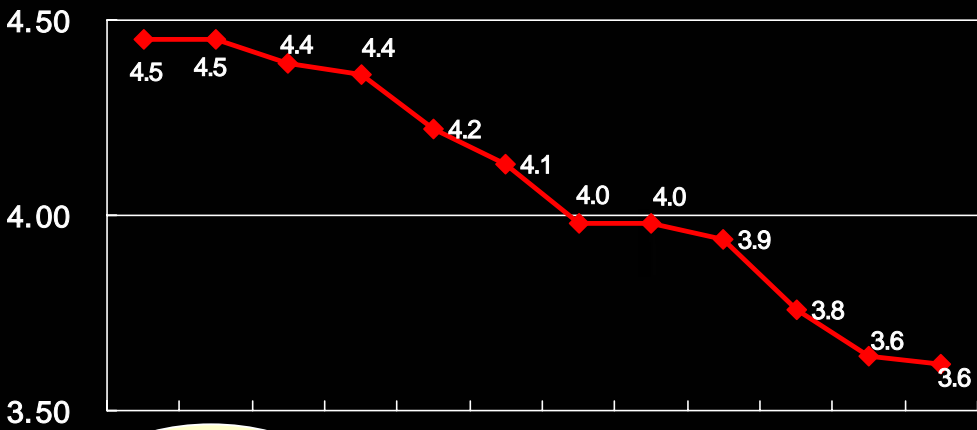
switching



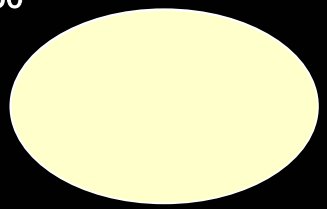
(n=400)

II.

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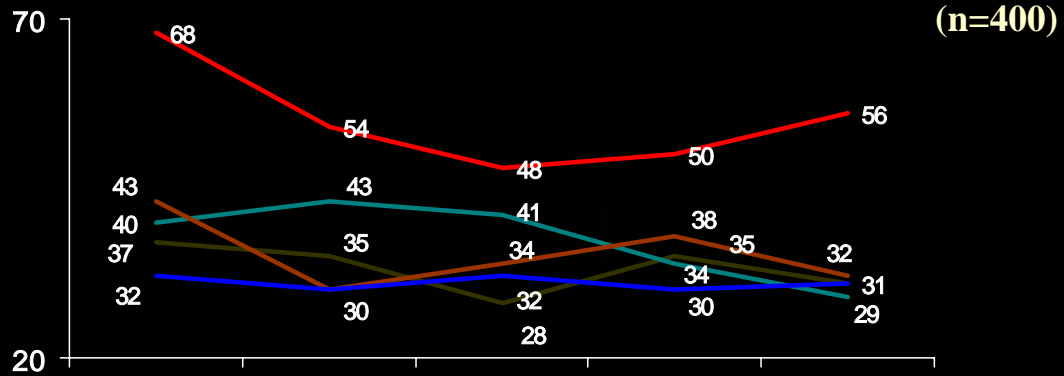
(5)
(n=400)



II.

가

가 (, , 가),



II.

가 verbatim

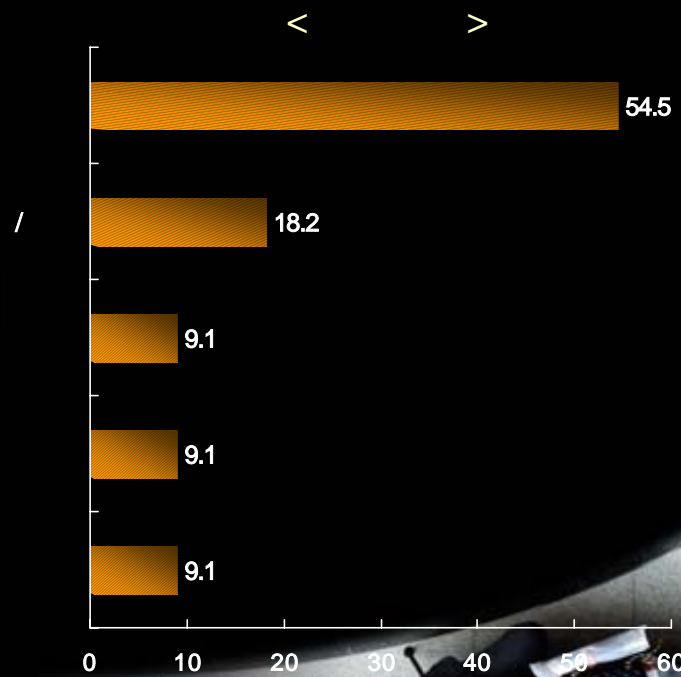
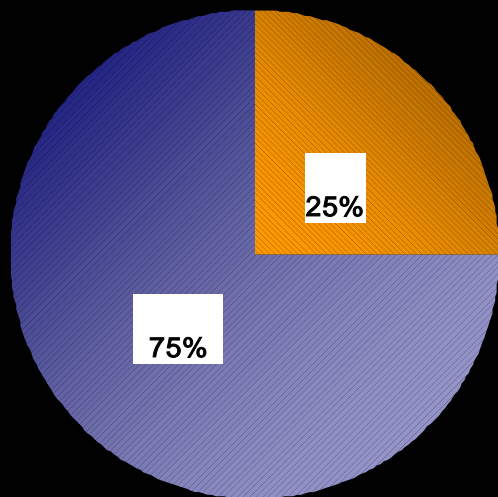
_____ 가 ,
_____ , *click* 가
_____ , 가
_____ , 가 .
_____ 가 .

- 28

III. empas

empas

25% empas name ,

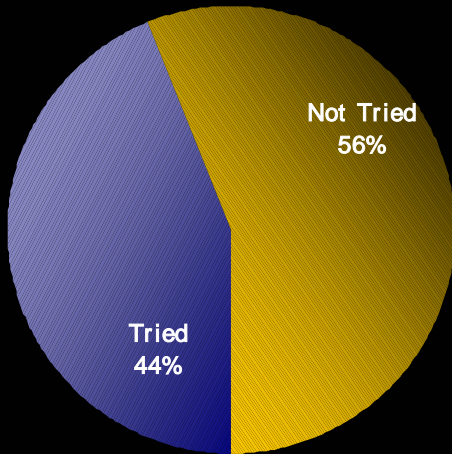


III. emaps

empas trial

11% trial

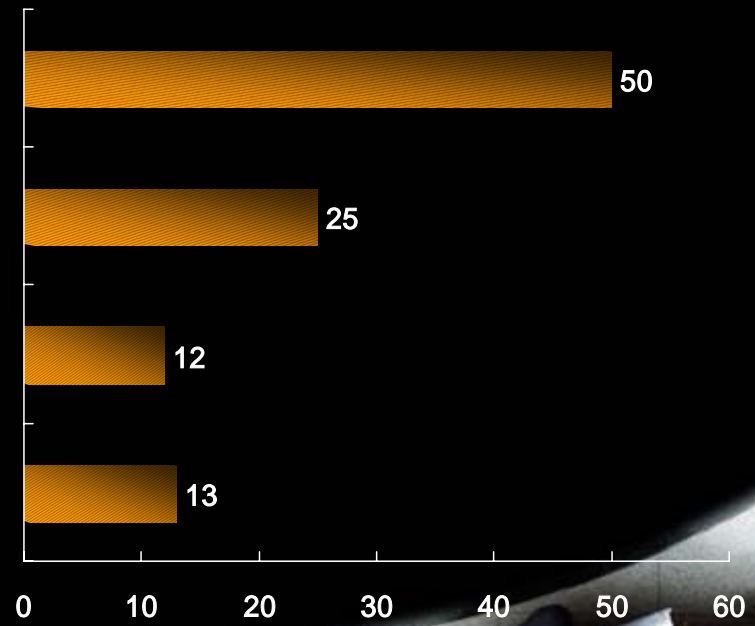
trial



<

>

url



III. emaps

empas

가 , 가 , design ,

- 가
-
- yahoo
- ,

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- 가
- 가
- design ,

IV.

-
-

Strength

- design ,
- web site
- ()

Weakness

- internet user ('99 800)
- portal
- 85%가 2 (2 brand)

Opportunity

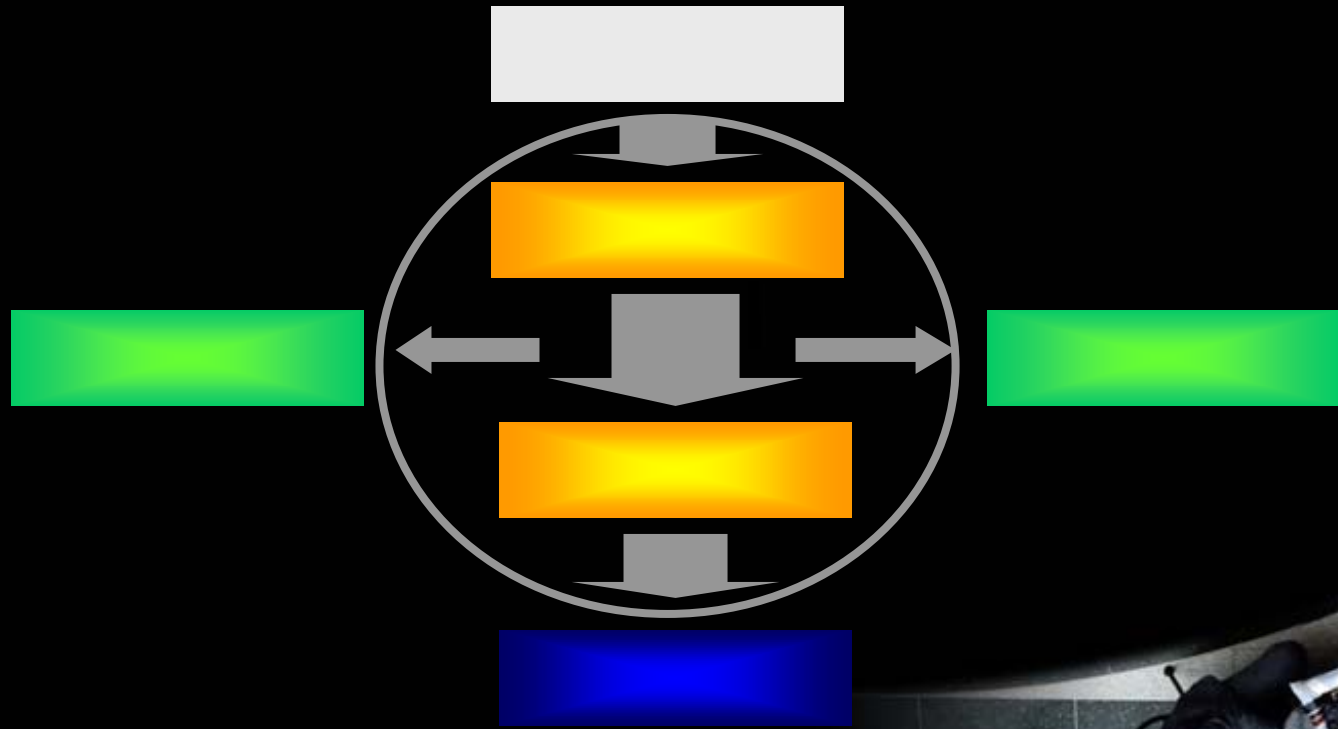
- portal (,)
- yahoo
- (trial)

Threat

IV.

identity

1





IV

가

brand salience

- empas가

()

- 가

- empas가 가



IV.

■ internet

site

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■ trial
design

empas user

keeping

■ user
sports,

svc

staying

e-mail svc, news,

Communication



empas Communication

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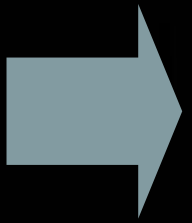
”





empas marketing

1,000 Page View /1



Critical Mass



Communication Review





Communication Review

■ : ADSL/kornet, , ,

■ PC/ : , , ,

■ Site : , , ,

■ : , Yahoo, ,



Communication Review

Major Site	PR Site	communication
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- : 21 (),
 - 가 E-mail SVC Portal
- : 20MB E-mail / 가
 - Community Site Portal
- **WaaWaa** : Model
 - Big Model Site
- **Auction** : Model 가
 - Big Model



Communication Review

가

■ Yahoo :

/ Brand

■

:

/

concept

- ‘

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Big Model

(

TV

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Communication Review

- : - /
- Brand
- : / Portal
-

Lycos

Site PR





Communication Review

Empas

Communication

Launching

■ yahoo
Positioning

■ brand communication

■ Image Character

Category

Communication





6

1,000 Page View / 1

?



Communication



empas 가 ?





site communication 量
message noise가 가

: '99
'99 8 120 가

empas 가



empas가

category

yahoo가

yahoo

가



3

yahoo

■ yahoo가

가

■ empas

yahoo가

가

4

yahoo



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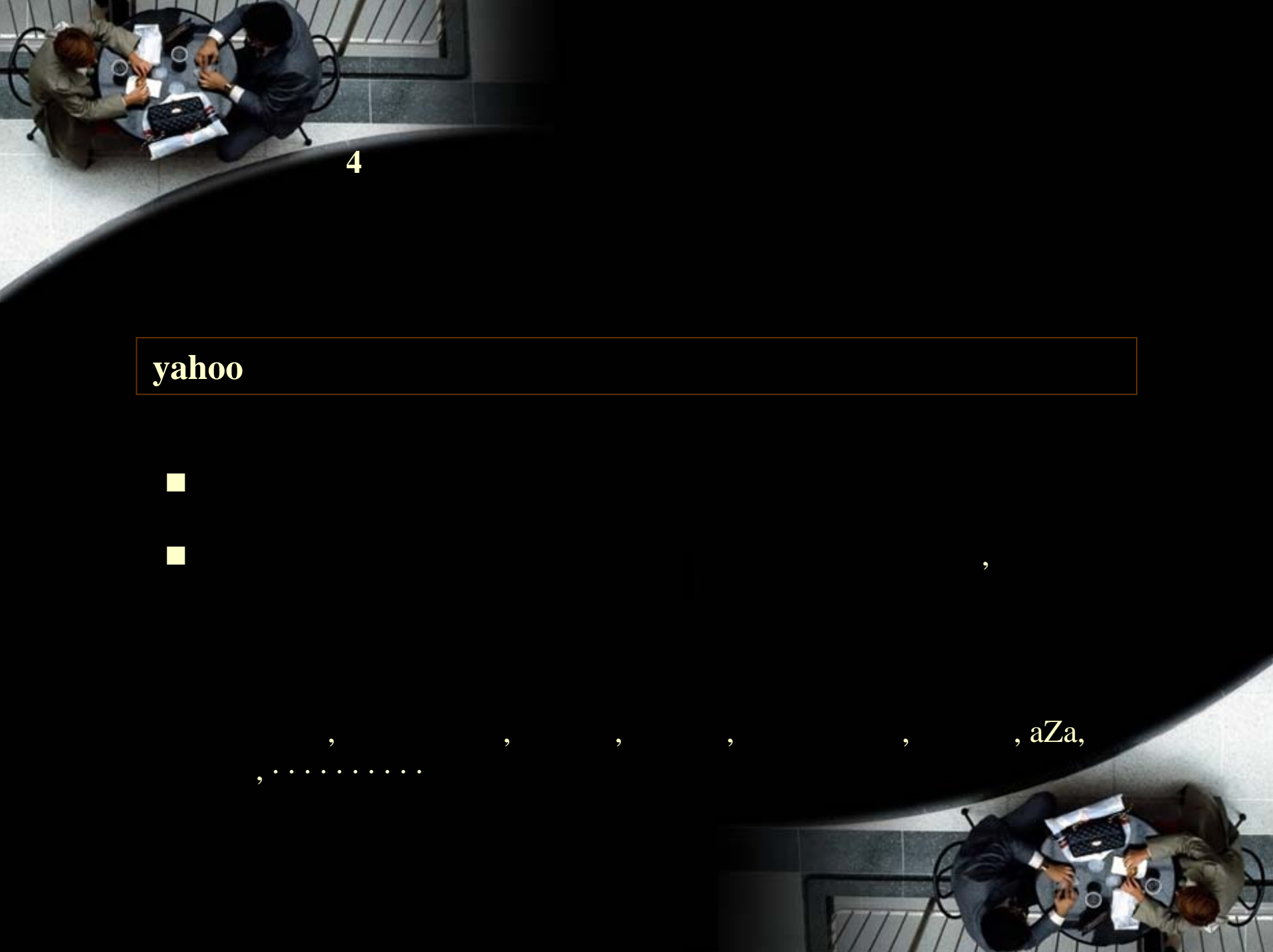
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5

Site 가

- : , ,
- : ,
- :

empas

launching brand

가





6

Site

■ empas

Site

empas

가







1

Price, Place .



가

가

Product

Communication



2

empas가

- 가 Category
- empas

contents

synergy effect





3

empas



empas yahoo

가





4

2000
가 .



가

empas

가





5



empas

communication





6

positioning

yahoo

■ category communication

■ yahoo

empas

communication

yahoo



Communication





Against Positioning



Against Positioning

Against Positioning

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가
No.1

Communication
가
가
Positioning

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brand

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Against Positioning

Against Positioning 1



- 가
- 가

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Against Positioning

Against Positioning **2**

1



2





Against Positioning

Against Positioning 3



- Communication 가 Against Positioning
 - 가 가 가
- 가 ,





Against Positioning

Against Positioning

4

Product가

■ 가 가

■ Product가

7-up un-Cola





Against Positioning

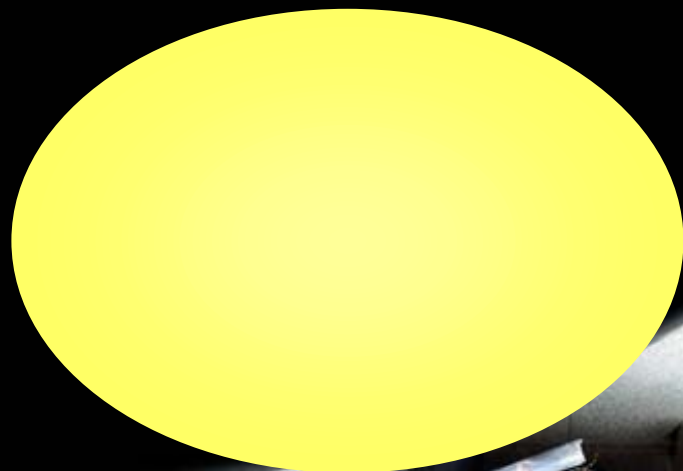
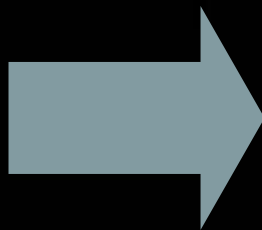
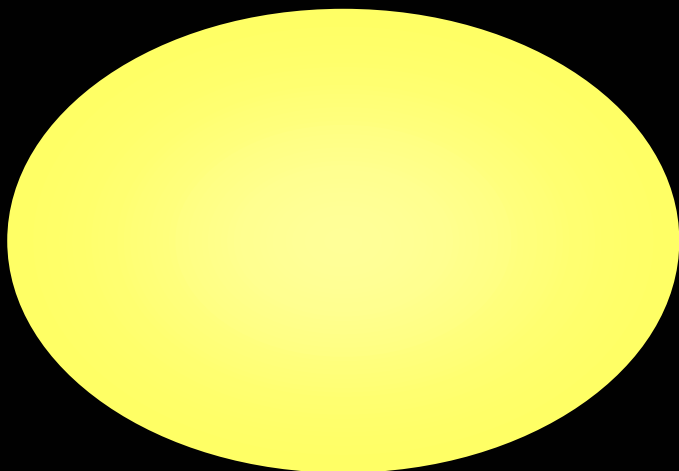
Against Positioning 2



Against Positioning

empas positioning

empas 1
(2 가)



empas





empas

1

1.

2. empas positioning

3. character ()

4. 2 (benefits)

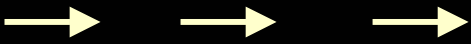


empas

2

Comm.

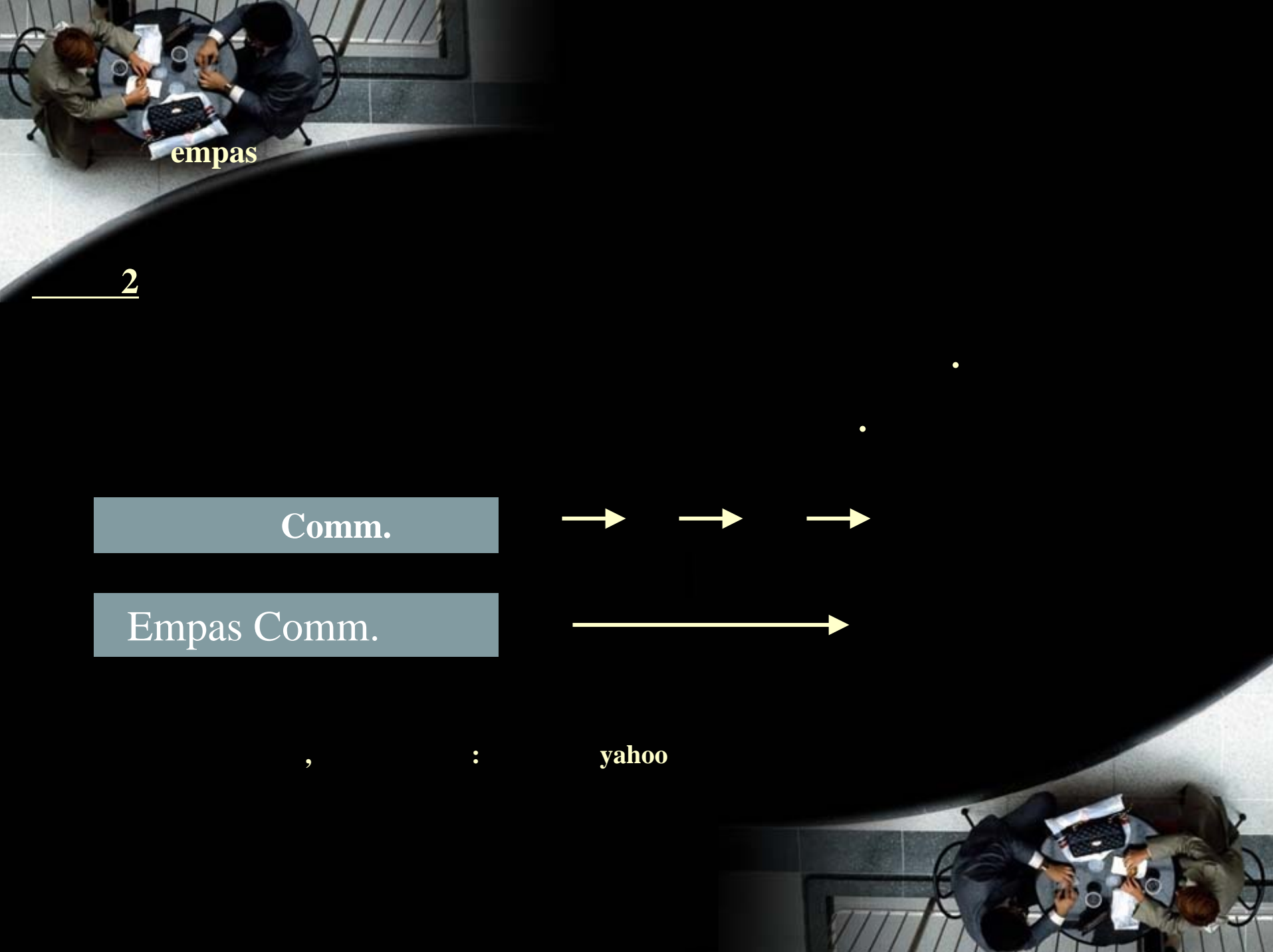
Empas Comm.



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yahoo



empas

4 가

가

marketing

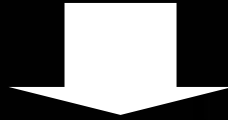
marketing

가



empas

Empas ,



Site

Yahoo

가





empas

concept

“

Site”

+

Site





empas

concept

“yahoo

... empas”

TV-CM

brand





empas

TV-CM key-word

“

... empas”





empas

TV-CM

TV-CM

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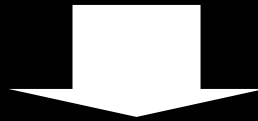




empas

TV-CM

- message image
-
- vehicle - 15" message



가



가





empas

Off-line, On-line

synergy가

empas

information

Off-line

•empas

(Target)

On-line

•empas

•empas





empas

1 (Off-Line)

Star Marketing

10

Target

Promotion

• Star

10

Promotion

- TV

model · Event

10

model

- model

stock option

issue

10

empas

empas





empas

2 (Off-Line)

Venture

Target

Promotion

- issue Venture
- venture 가
-

empas

venture 가

, empas





empas

3 (On-Line)

empas

On-Line

• empas 가 internet

- 가 empas

- empas link site가 empas 가 가

linkage

가

가





empas

4 (On-Line)

empas main Page Design Renewal

- empas
- empas

-

design policy

• **Character**

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site가

