

([kevin@seri21.org](mailto:kevin@seri21.org))

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■



# (Brand) ?



(Brandr) /



가

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가

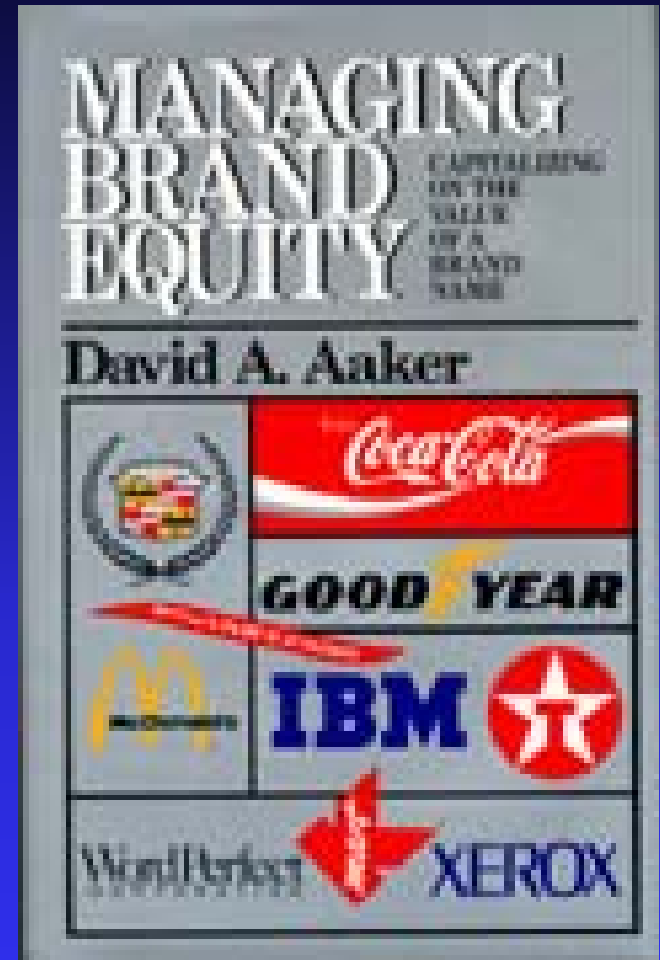
Brand  
Equity

Brand  
Loyalty

Brand  
Awareness

Perceived  
Quality

Brand  
Association



(1)

◆ 80

가

☞ 88

☞ David Aaker Managing Brand Equity

◆ IMF

☞ : ( ) 297

☞ : 660

(2)



가



838



: (142 ), (124 ), (111 )



: 10

(1)



VS.



- : 1.00
- : 2.63
- : 3.76
- : 8.89



(2)



가



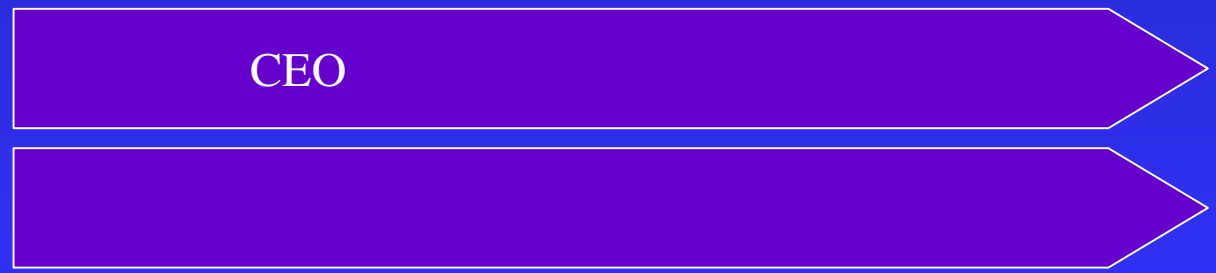
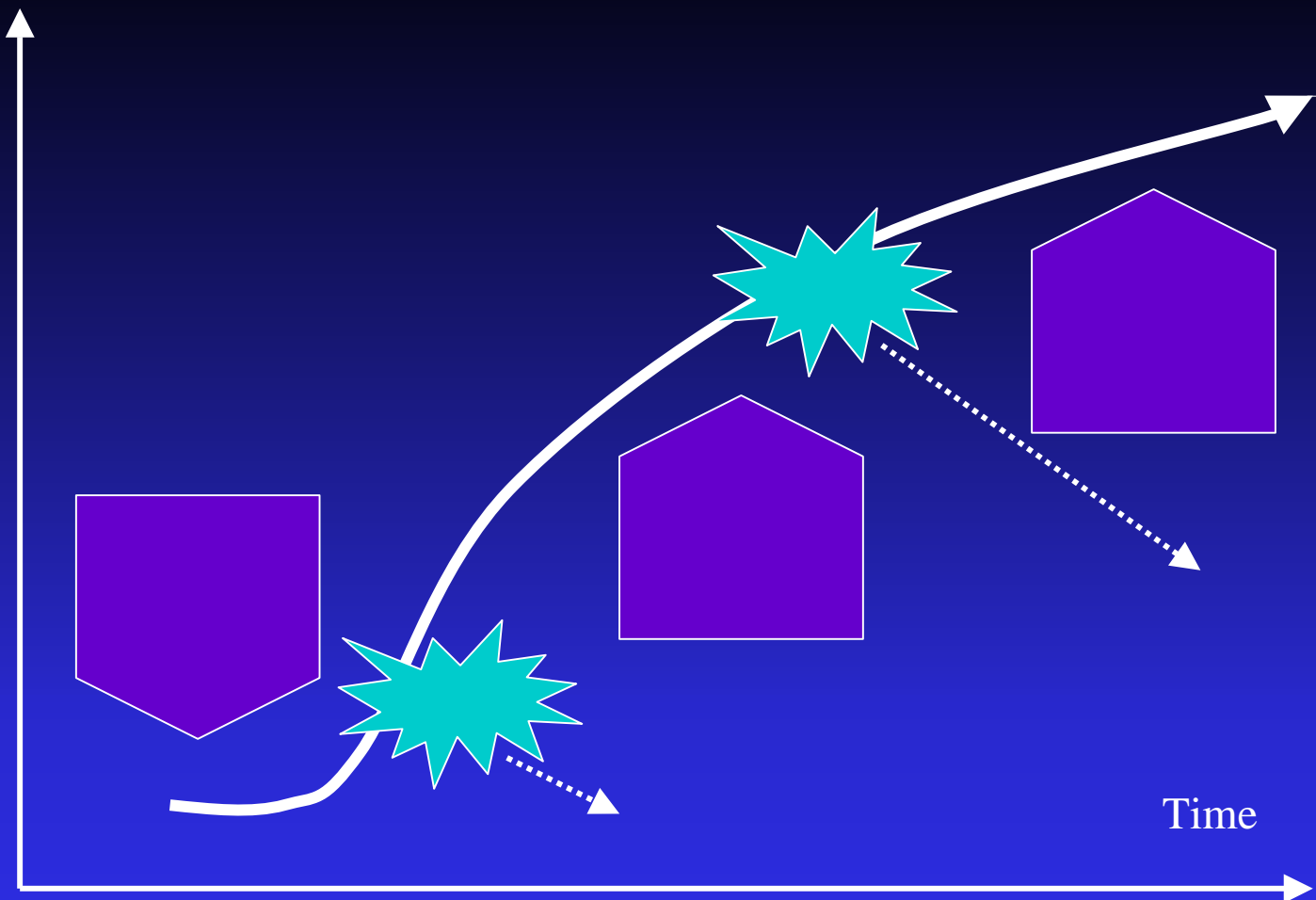
( )

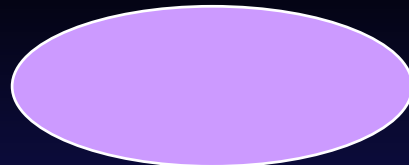
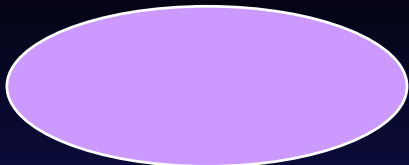


가

vs



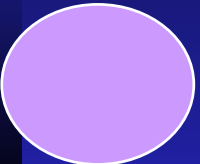




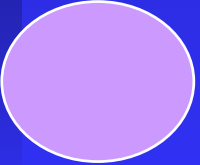
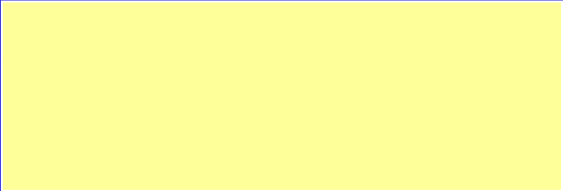
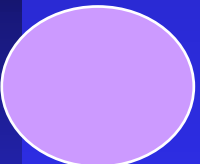
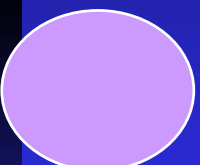
CEO

CEO

CEO 가  
= 가



가



Customer - Centric  
Company

# 1-1.CEO



CEO



,



가



:

# 2-1.CEO 가 = 가

◆ 가  
가

## ◆ e-CEO

☞ Idea :

☞ Speed :

☞ Presentation :

PT

•

☞ Partnership :

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☞ Pararoid :

# [ Digital Guy ]

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- / /  
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- valuation  
-

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-

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**Speech**  
-  
- **Fluent English**

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-

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-  
- 가 : **Forgot**

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- 2 /  
-

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-3 /  
-

# 1-2.



→ 3                      7



→ 5~8%



...

→ PR

(MPR)



2-2.

가

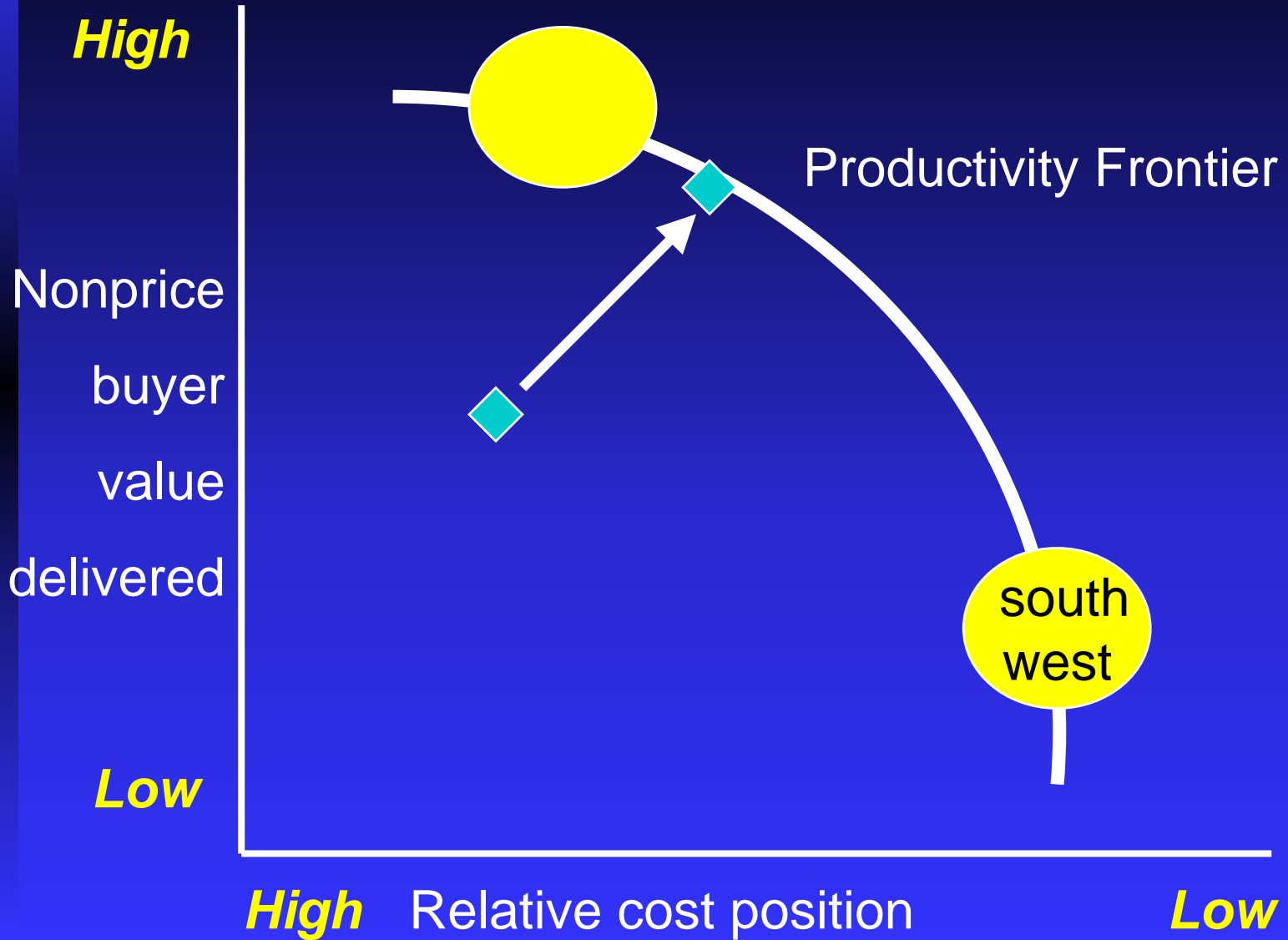


/

people



[ vs. ]



# 1-3.

## ◆ P&G

→ 1956 , 70



→ P&G : 3C



(90 ), (67 ), (43 )



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## 2-3.



가



☞ Amazon.com vs e-toys



가



# [ Biz model : ]



(5,000 )



+

+

+

# 1-4.



➤ Products are what a company make, what a customer buys is brand



➤ 10 TV : 500

➤ [www.saturncars.com](http://www.saturncars.com)



# 2-4.

## ◆ DB

☞ DB

☞ : , ,

☞ Peapod

## ◆ next sale

☞ cross sell, up sell

☞ /

☞ Personalization : ( )

# 1-5.



: 가 (84 ) 4.7



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# 2-5. Customer Centric Com.



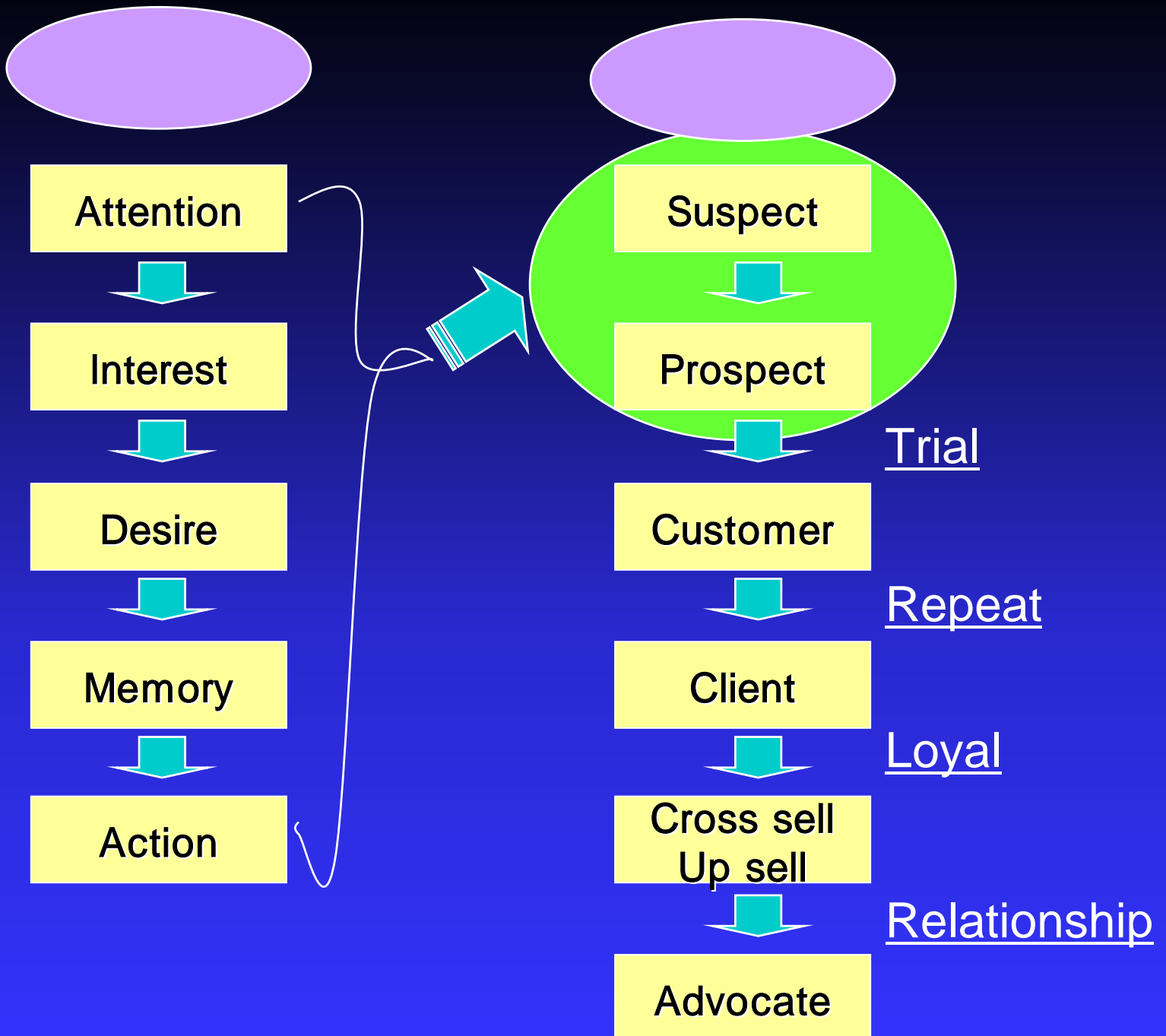
/

...



👉 all or nothing





Virtual Vineyards

1-800-Flowers

Peapod

Amazon.com

가

가가

40%

+

25,000+  
,

400 +

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One-click

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DB

E-mail

DB

DB

( : )

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가

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