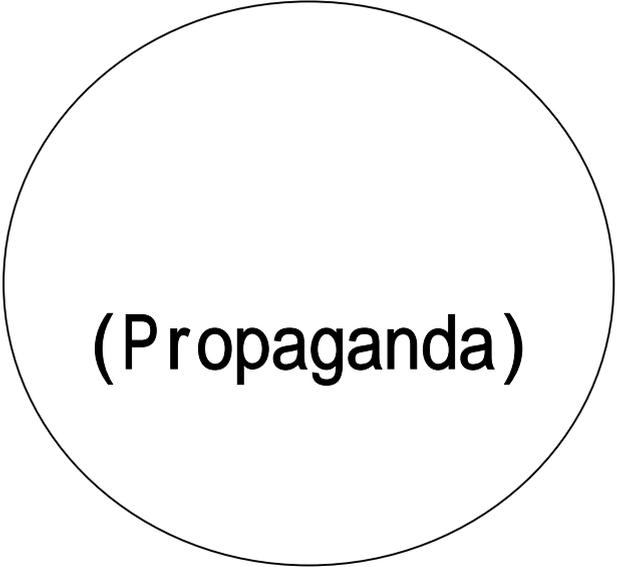


**(Advertising)**

**VS.**



**(Propaganda)**

(Advertising)

VS.

(Propaganda)

1.

2.

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3.

4.

5.

(Advertising)

VS.

(Propaganda)



< ...>

1. (Identified Sponsor)
2. ( ) (Paid Form)
3. – (Nonpersonal Presentation)
4. , (Idea, Goods, Services)
5. – (Controlled)

...  
(Advertising)

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. Concept

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( Concept )

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(Concept)

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or

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USP(Unique Selling Point)

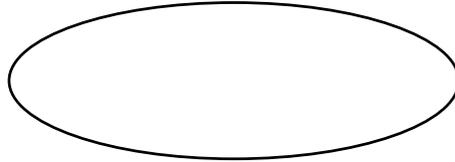
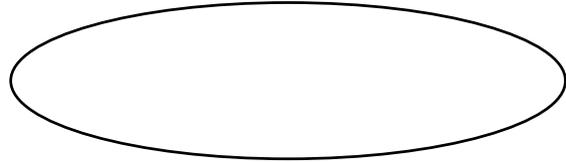
Needs가



(Product Concept)

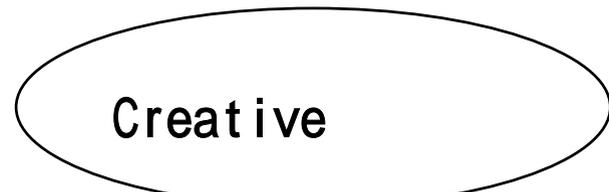
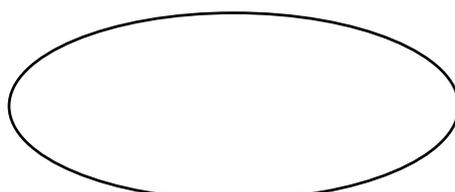
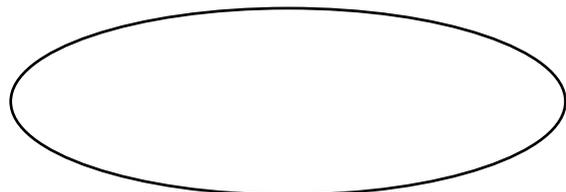
(AD Concept)

(Creative Concept)



가?  
(What to say)

가?  
(How to say)



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(Product Concept)

(AD Concept)

(Creative Concept)

Creative Idea

(What to say)

(How to say)

가?

가?

. Creative Concept

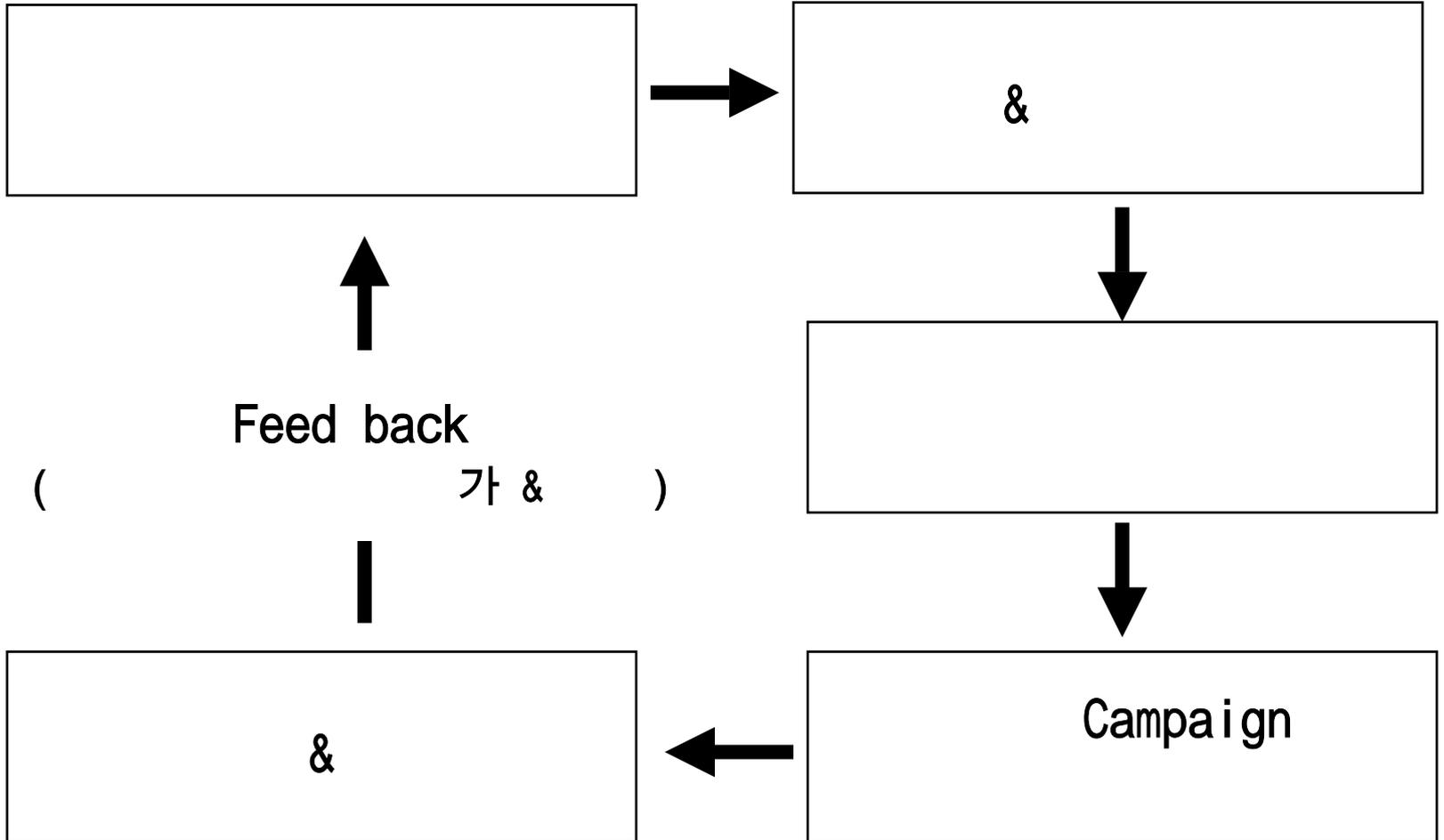
# Creative Concept

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# Process





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“ 가 가?  
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- 1. Market Trend
- 2. 4P : , 가 , ,
- 3. 3C : , ,



- 1. 2
- 2. 1

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(SWOT )

“ 가?”

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|------------------|----|----|
| 1. Strength :    | 가? |    |
| 2. Weakness :    | 가? |    |
| 3. Opportunity : |    | 가? |
| 4. Threaten :    |    | 가? |



- 1.

가?

- 2.

(Target)

가?

# Campaign

1. 가?
2. Target 가?
3. Brand Concept 가?
4. 가?

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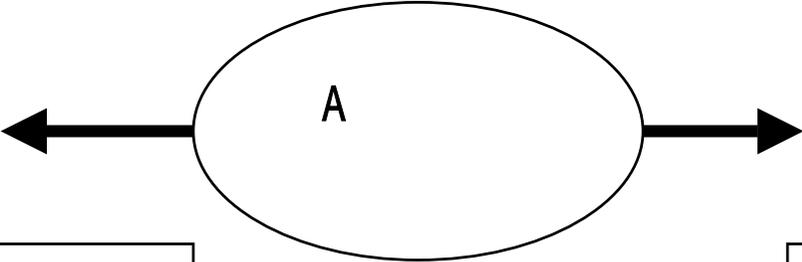
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⋮ A 가  
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Frequency

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- : Target

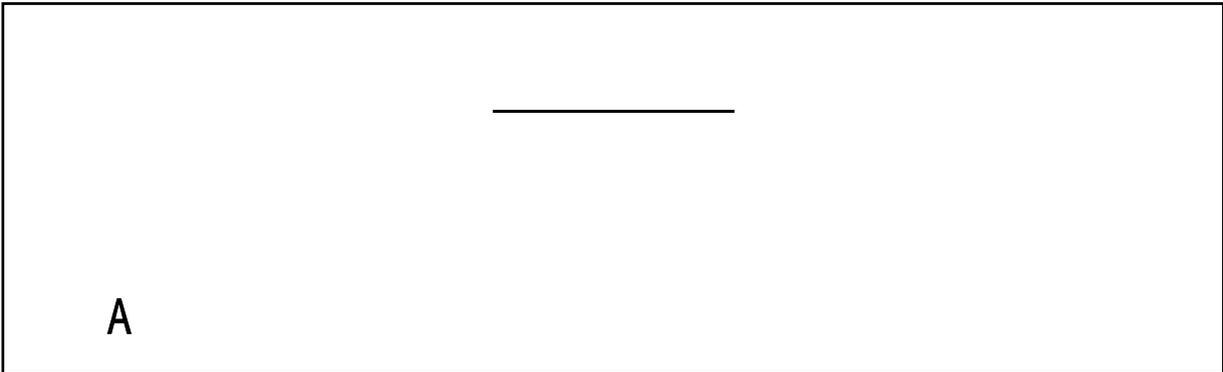
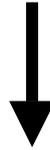
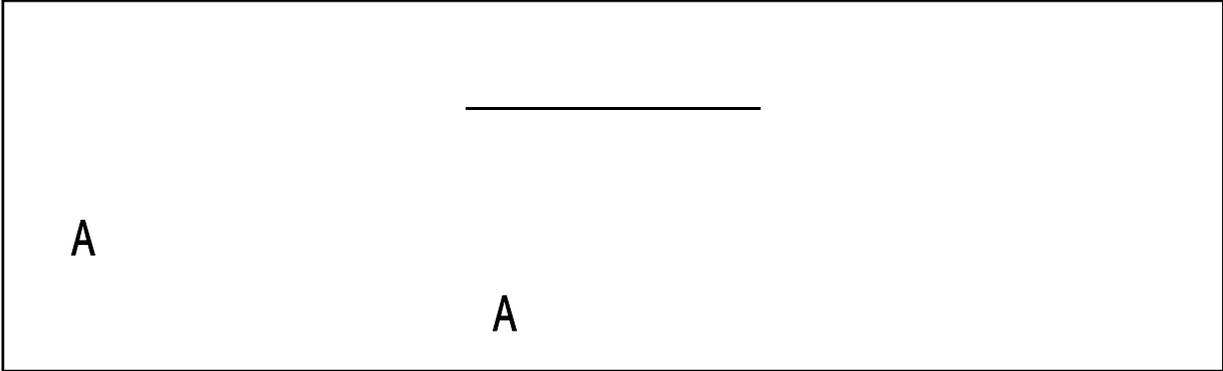
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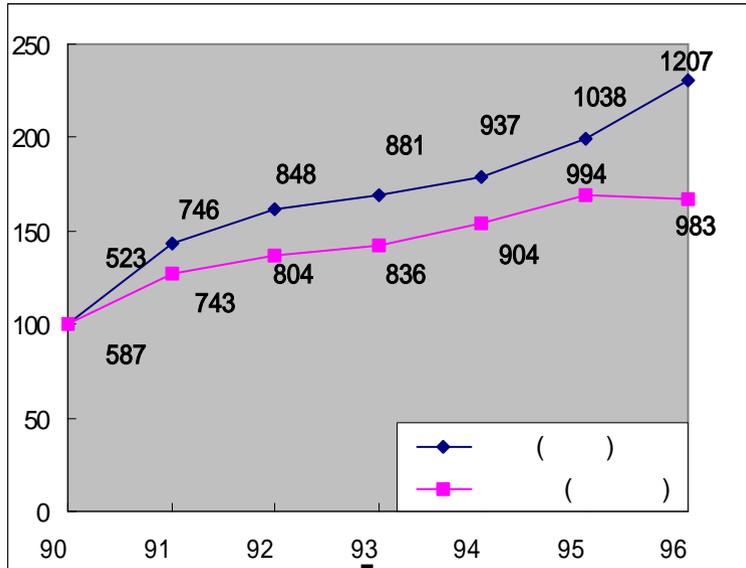
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# Market Trend -

Fact 1

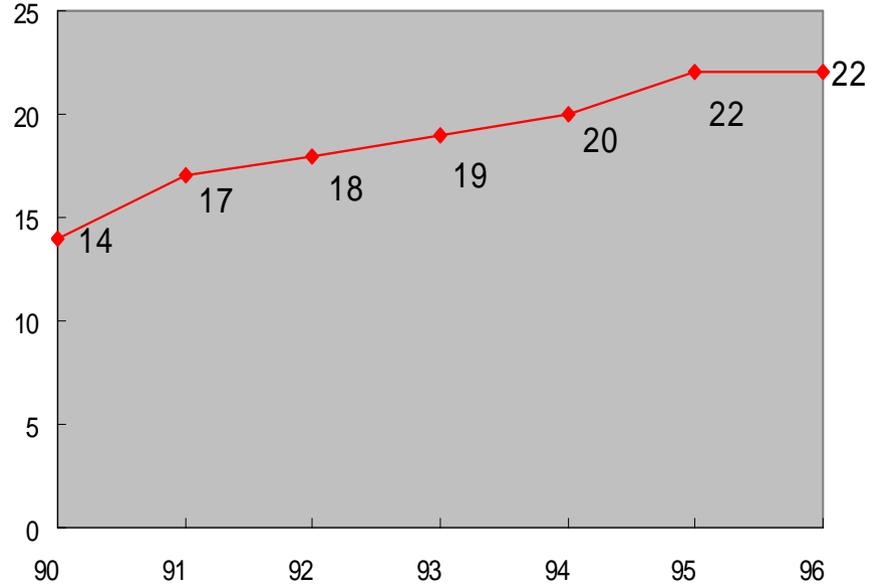
, 가

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# Market Trend

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Fact 3

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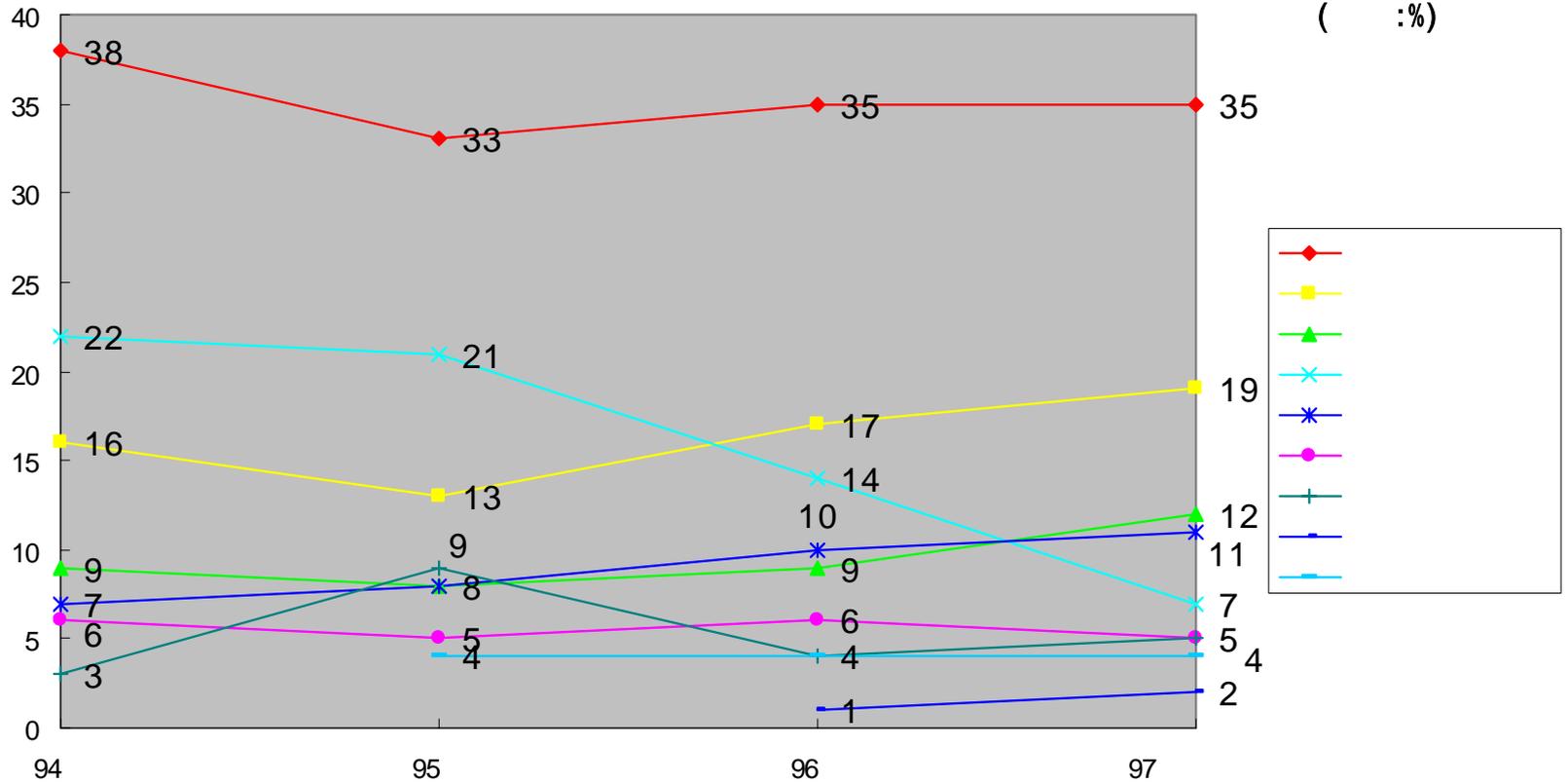
vs.

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BRAND

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( :%)

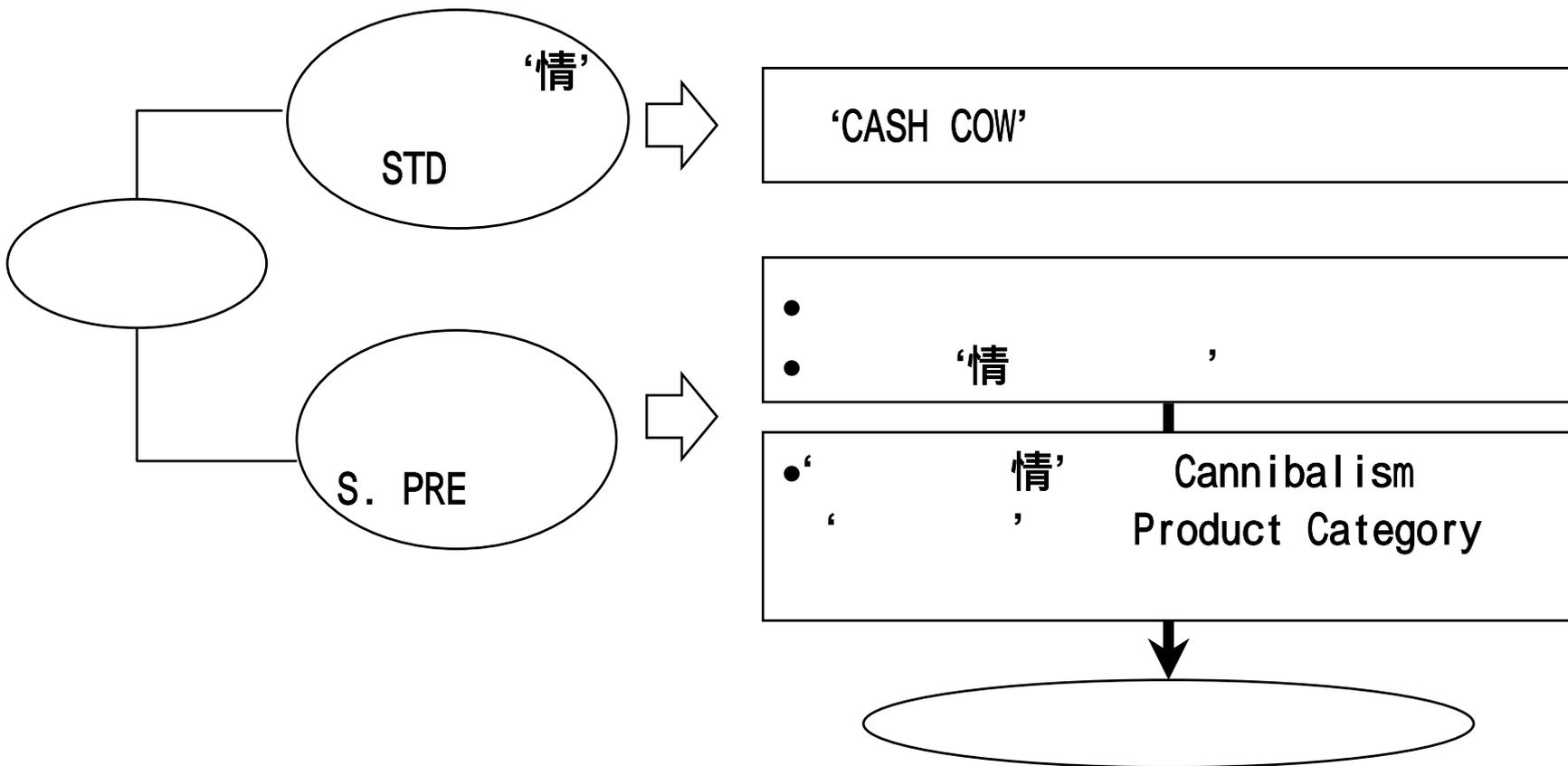
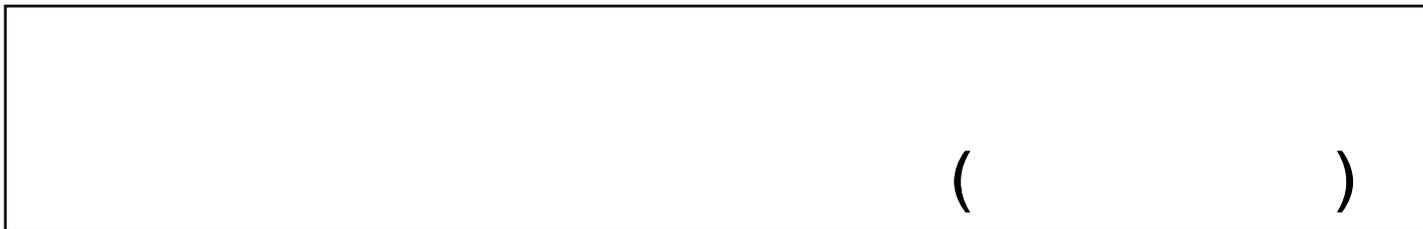


Market Trend

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— (Zoom)



# Market Trend

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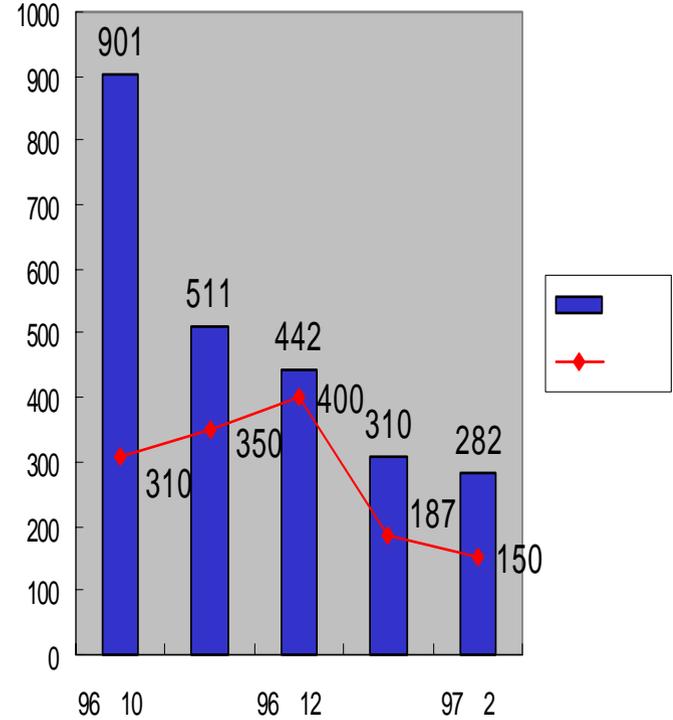
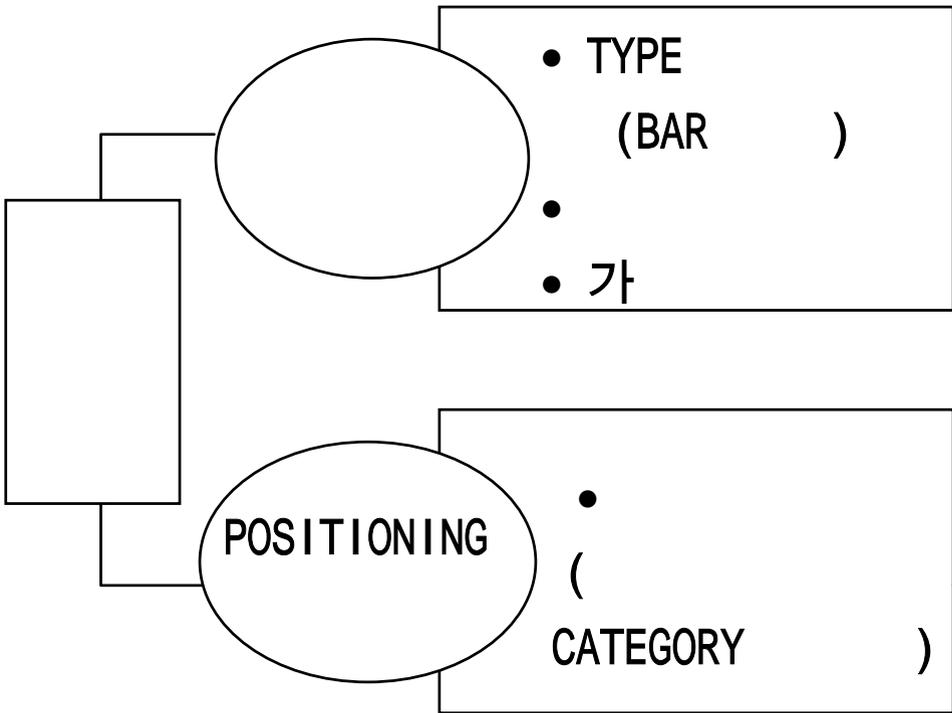
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Market Trend

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Category

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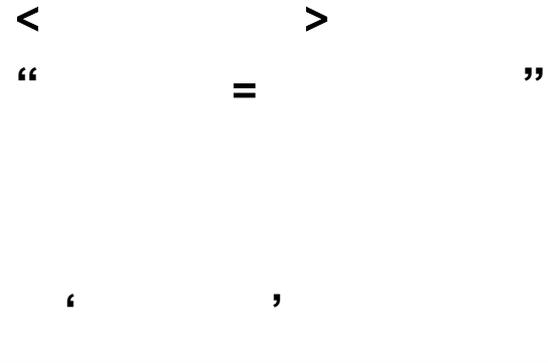
Benefit

• BAR TYPE

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• Premium Value

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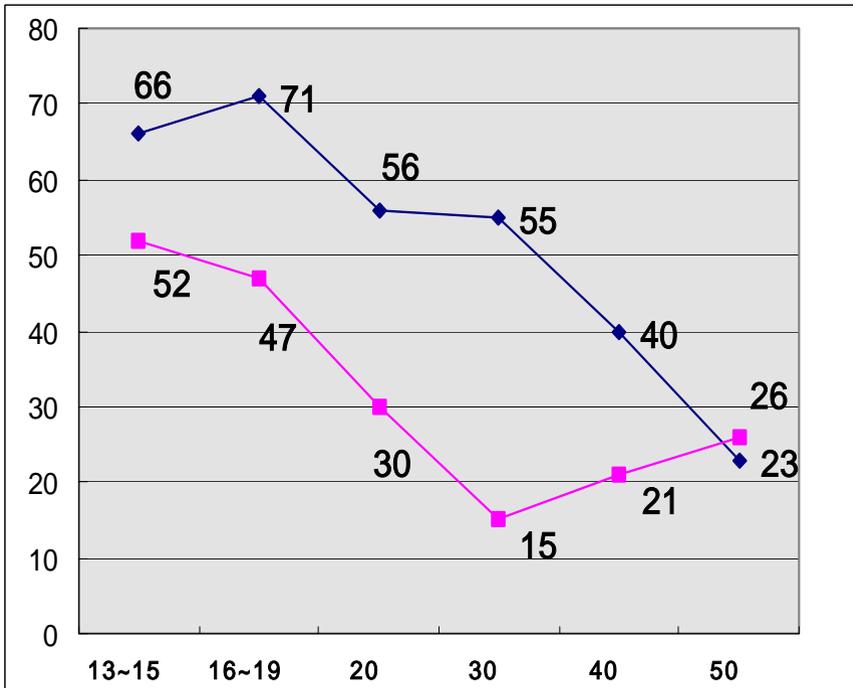
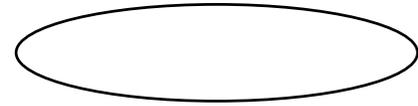
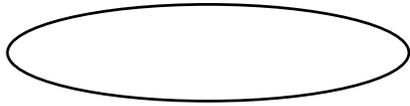
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# - TARGET PROFILE

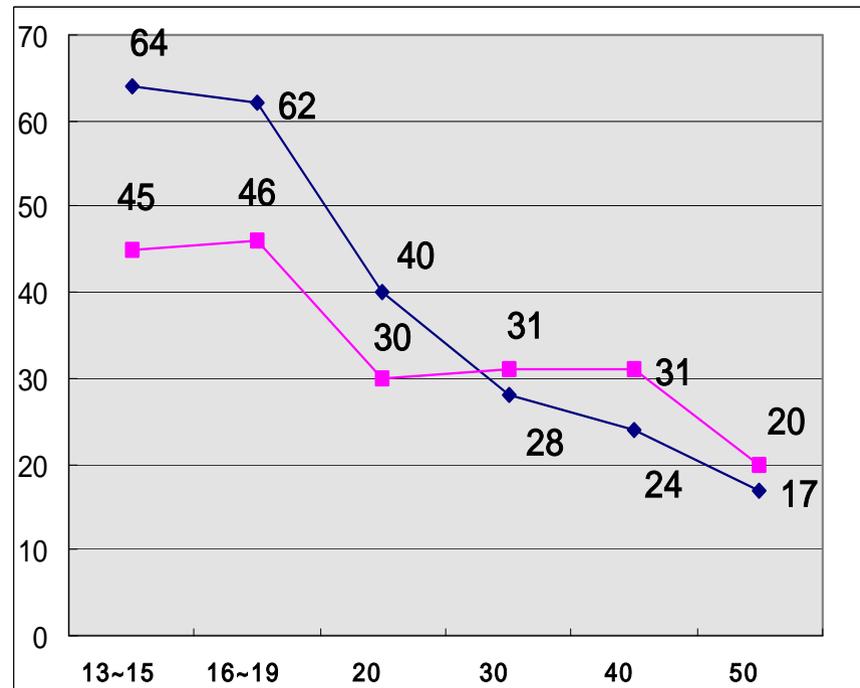
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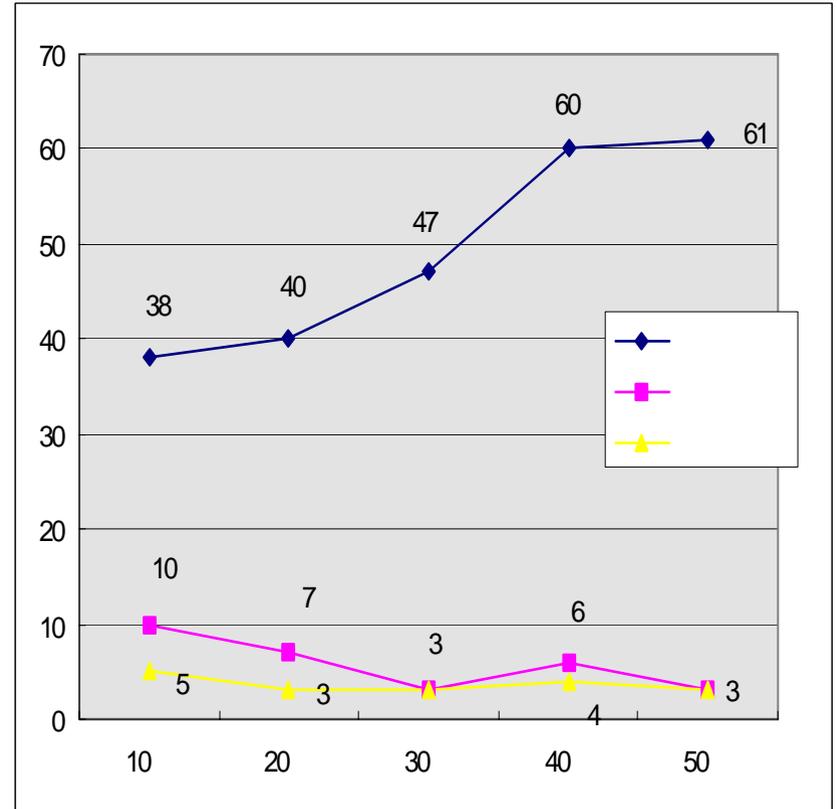
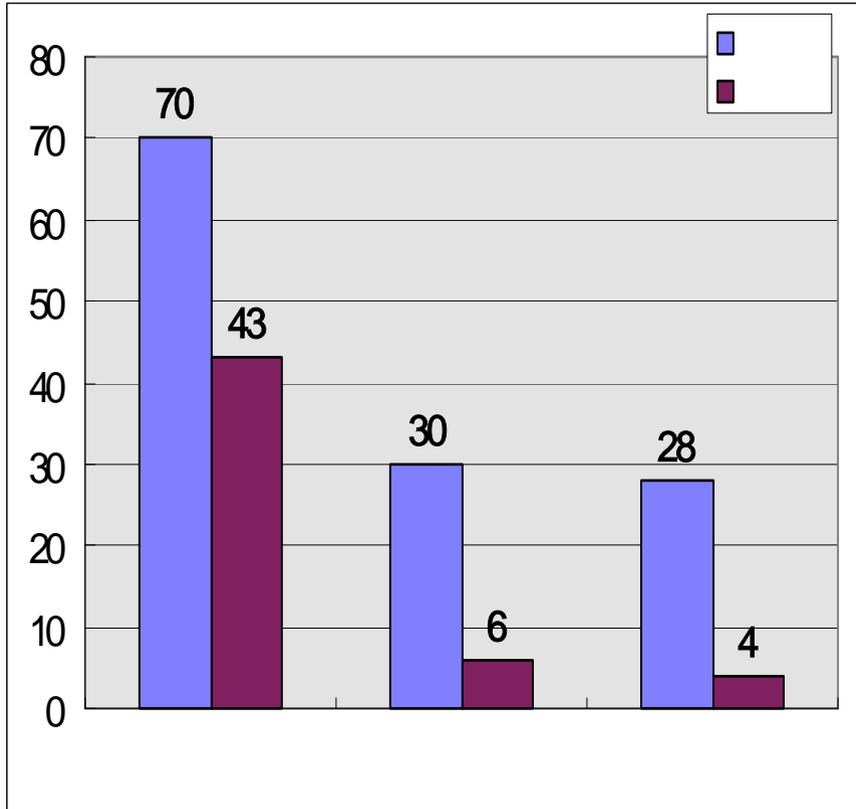
Heavy+Medium User



# - Brand Performance

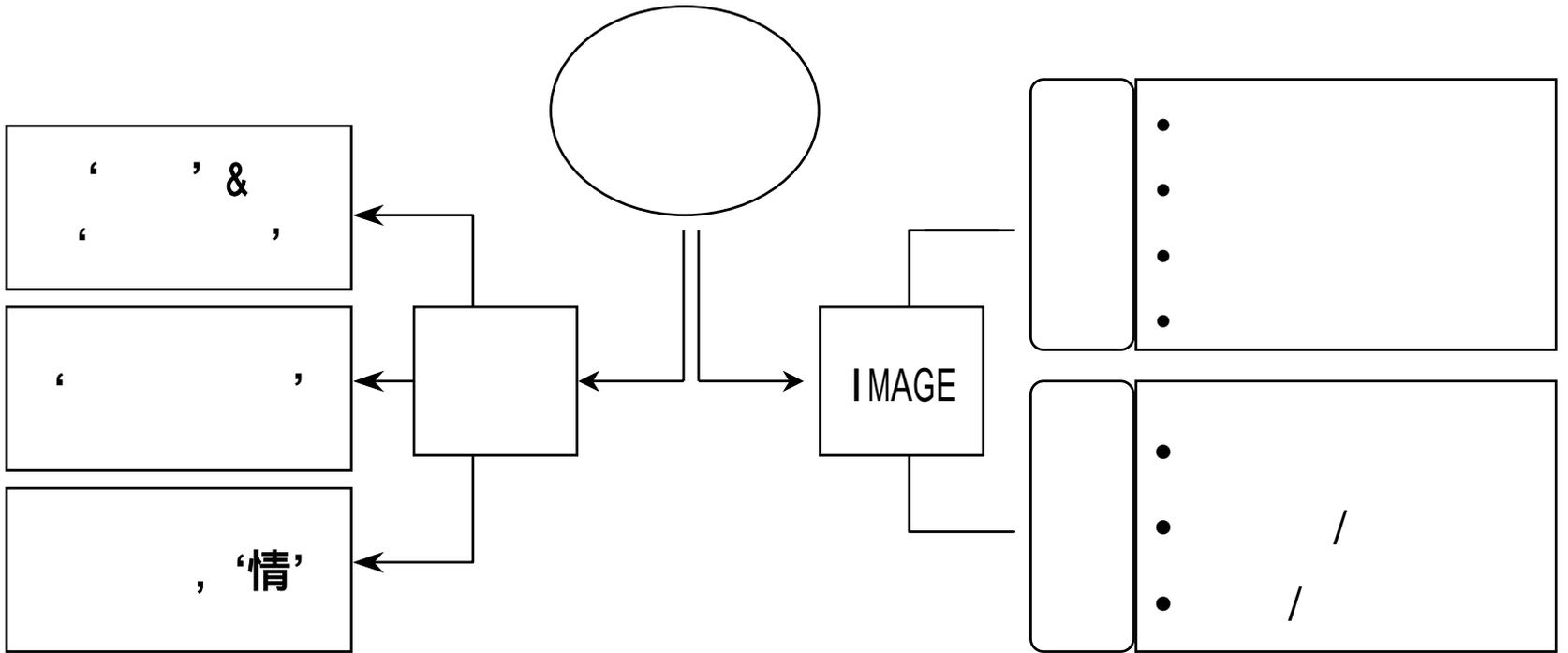
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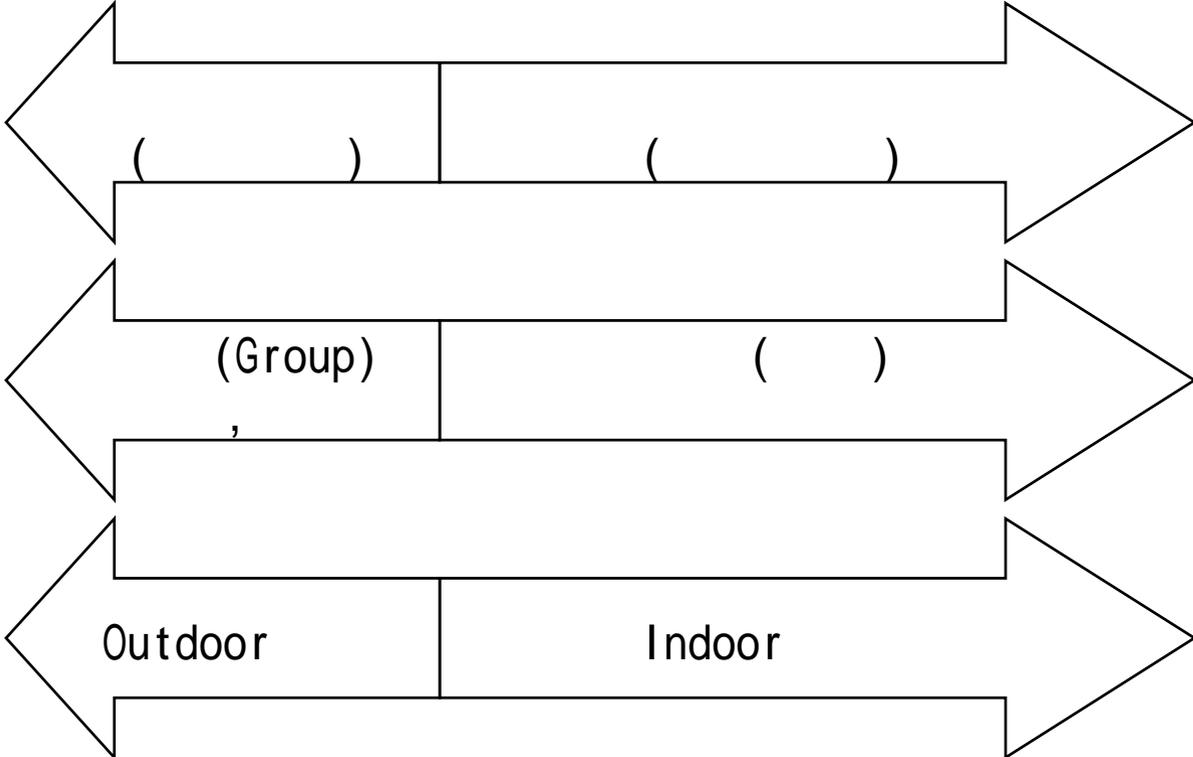
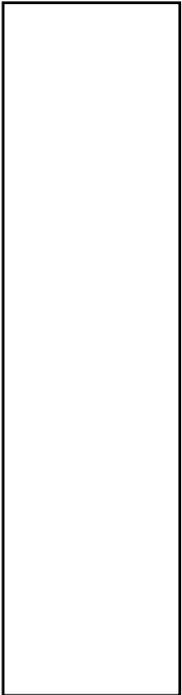
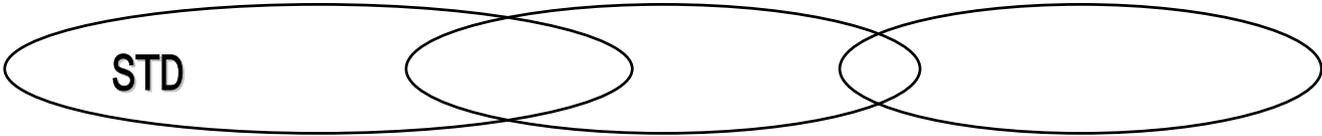
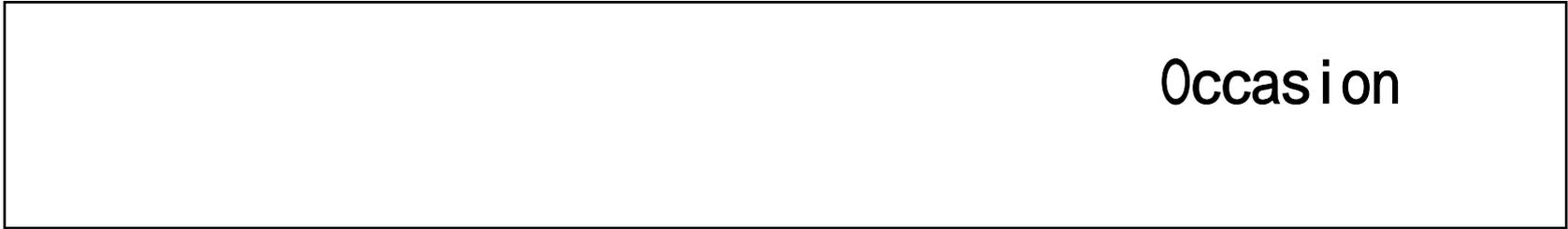


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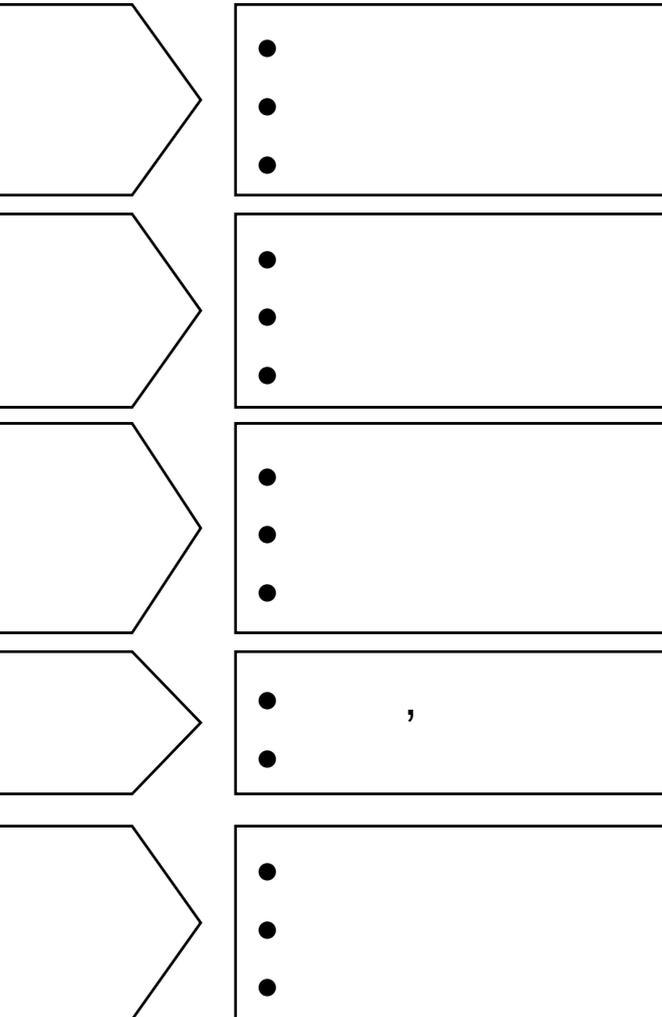
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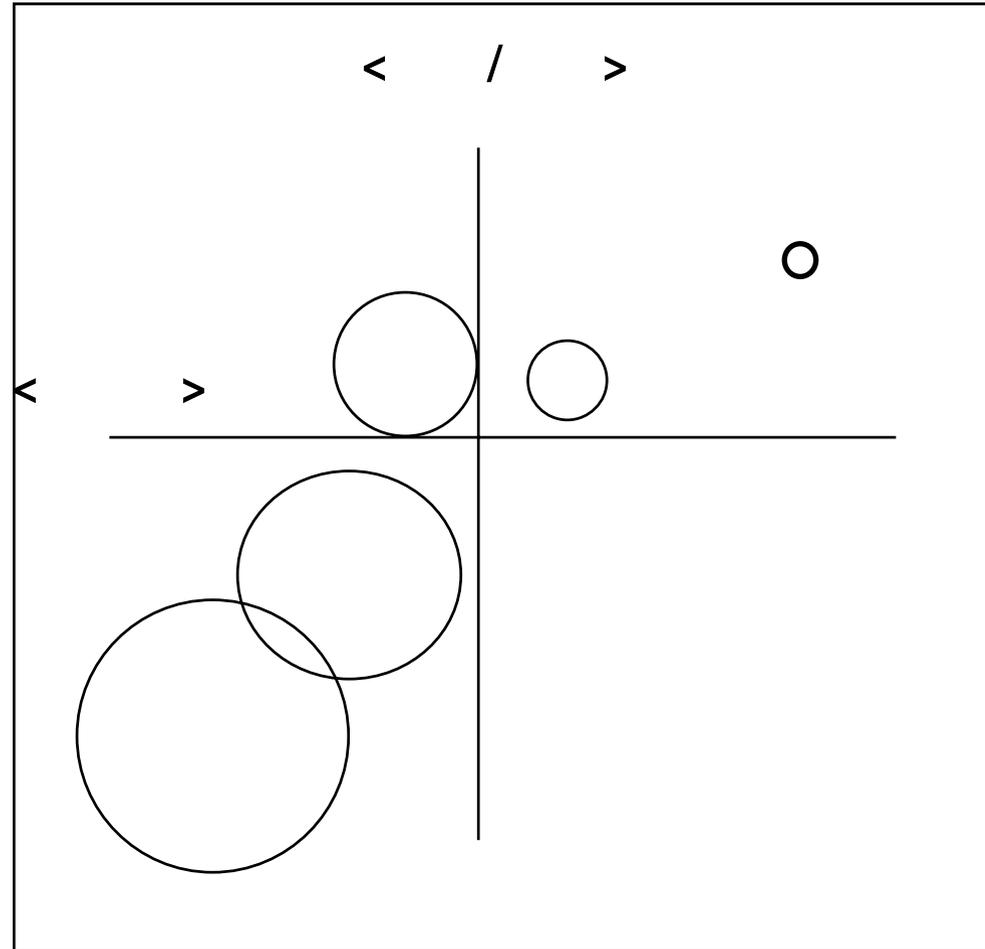
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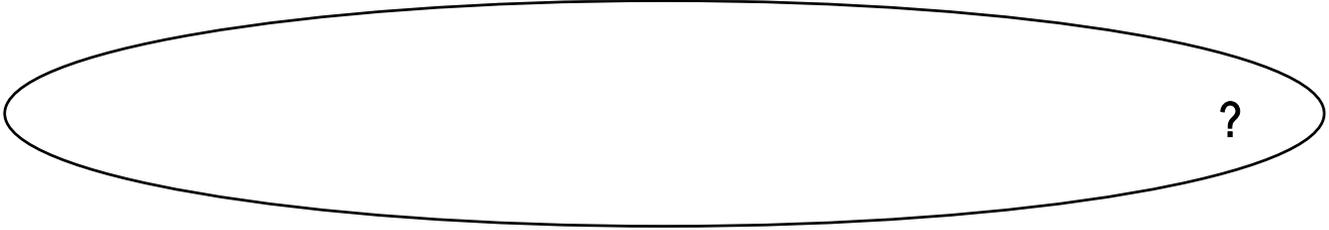
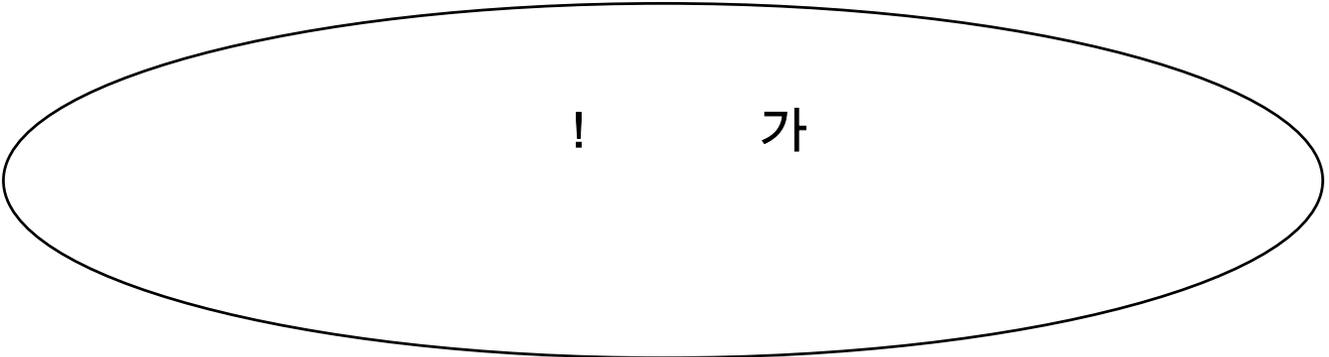


# - Competitive Positioning Map



Perceptual Mapping

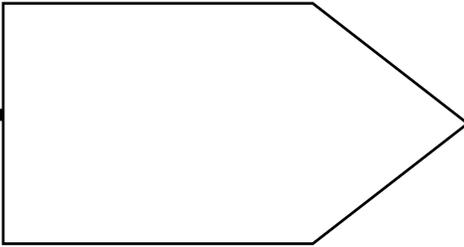
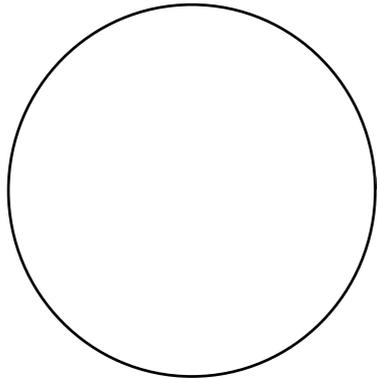




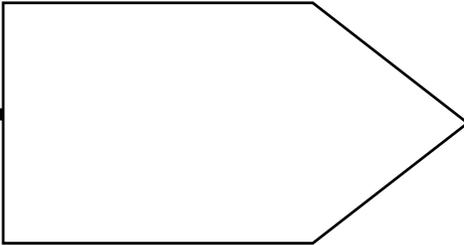
– Design

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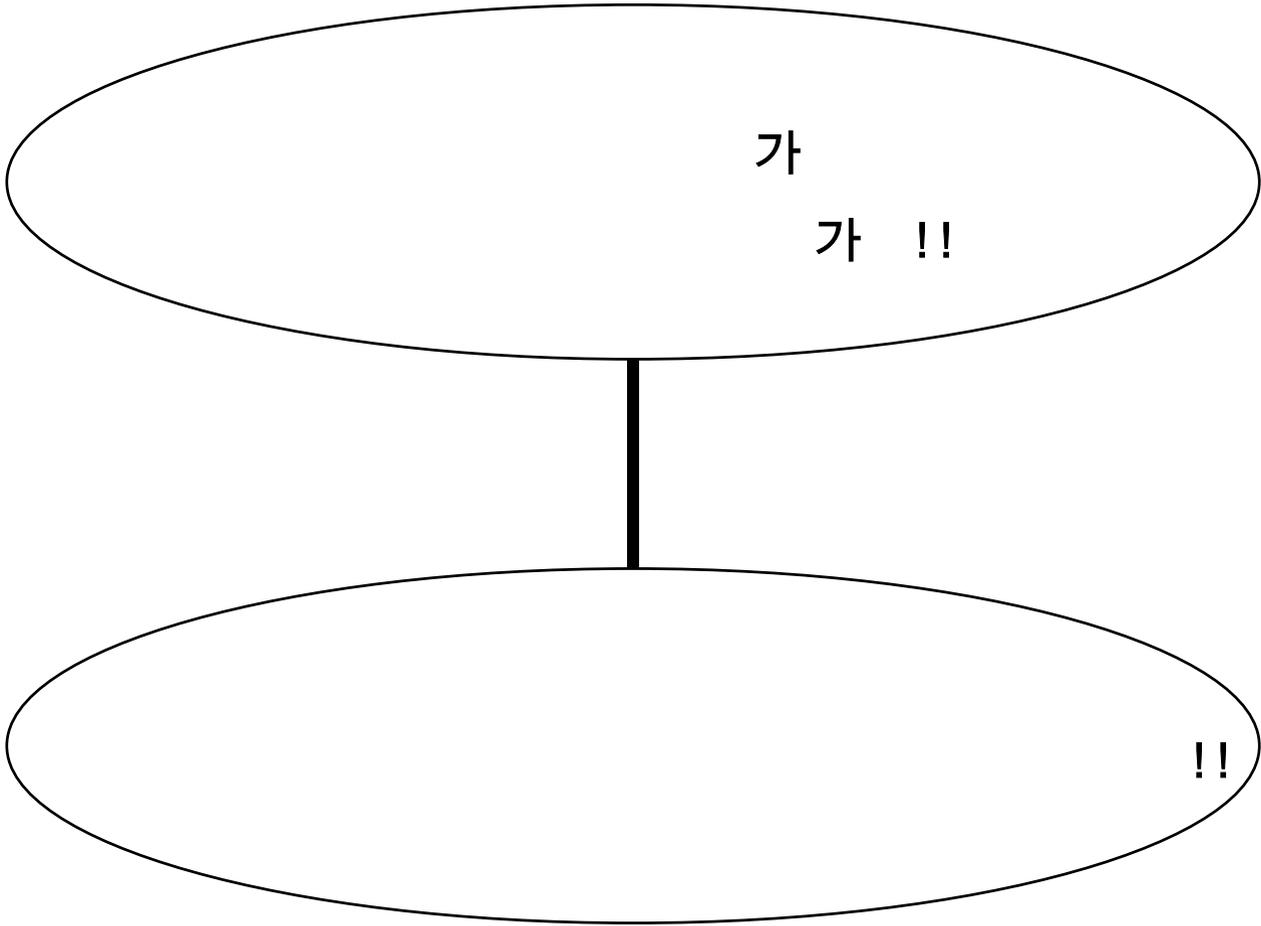
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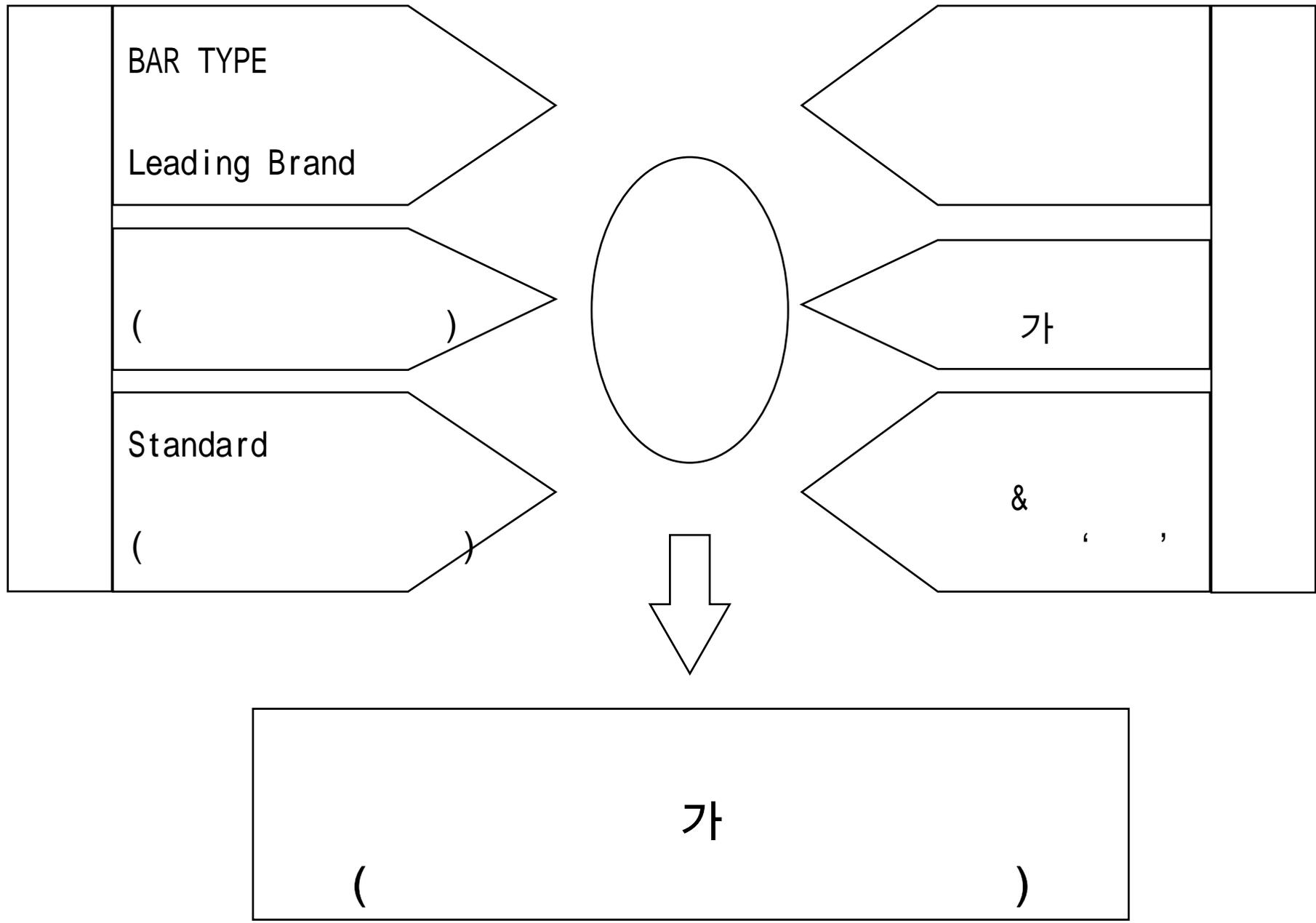


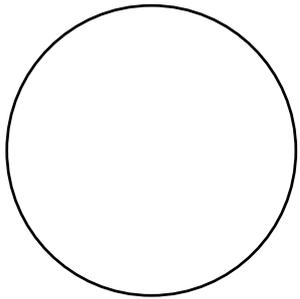
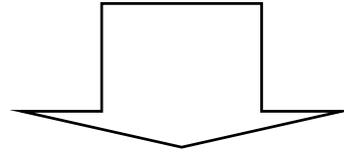
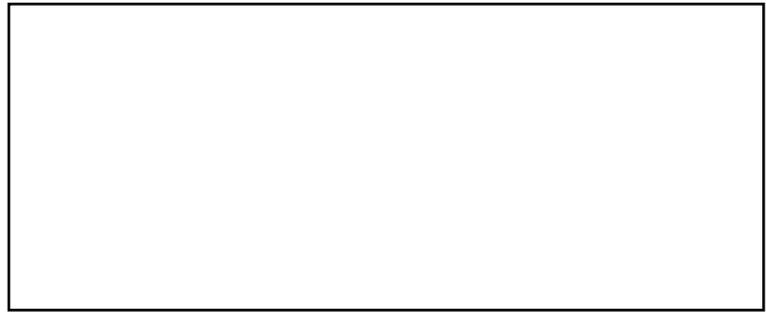
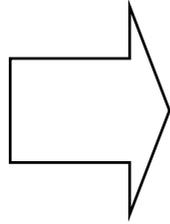
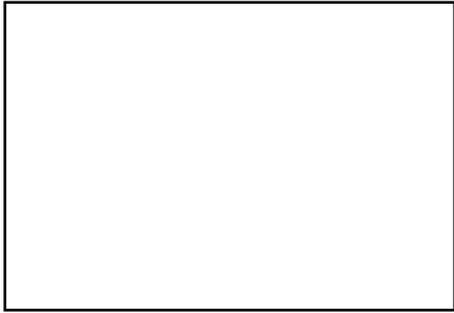
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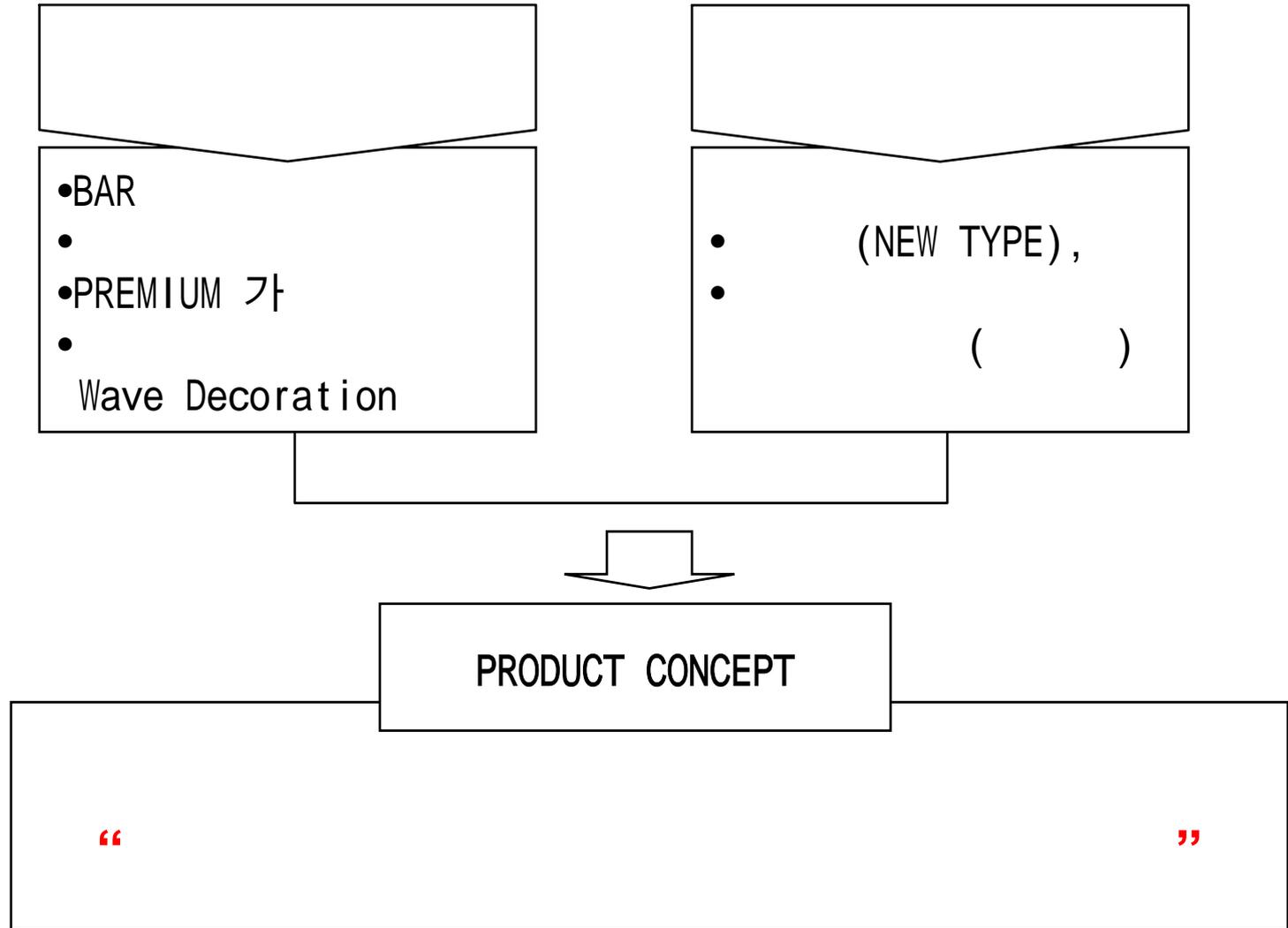




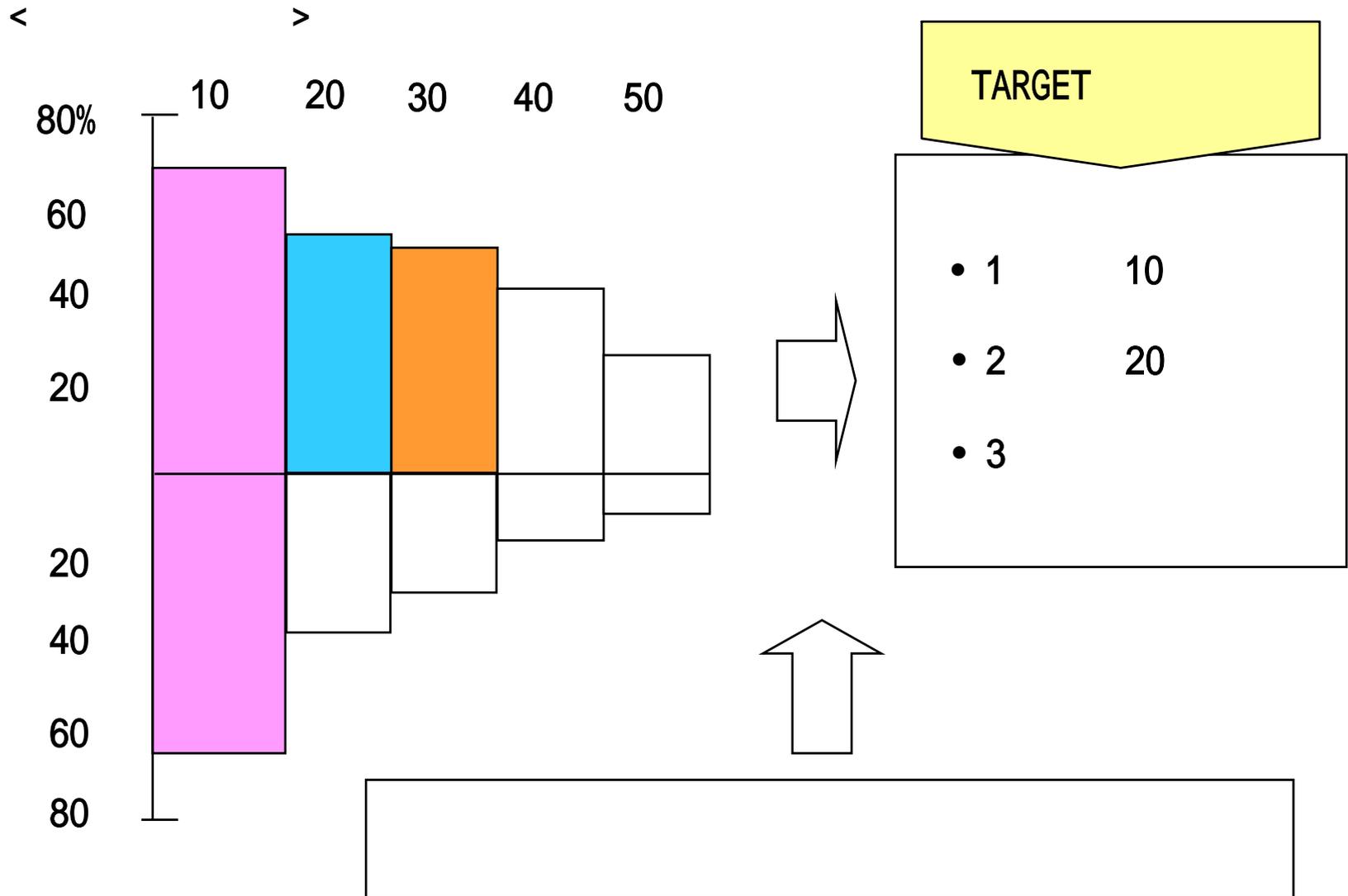


1	Product Category	가?
2	가 Target	가?
3		가?

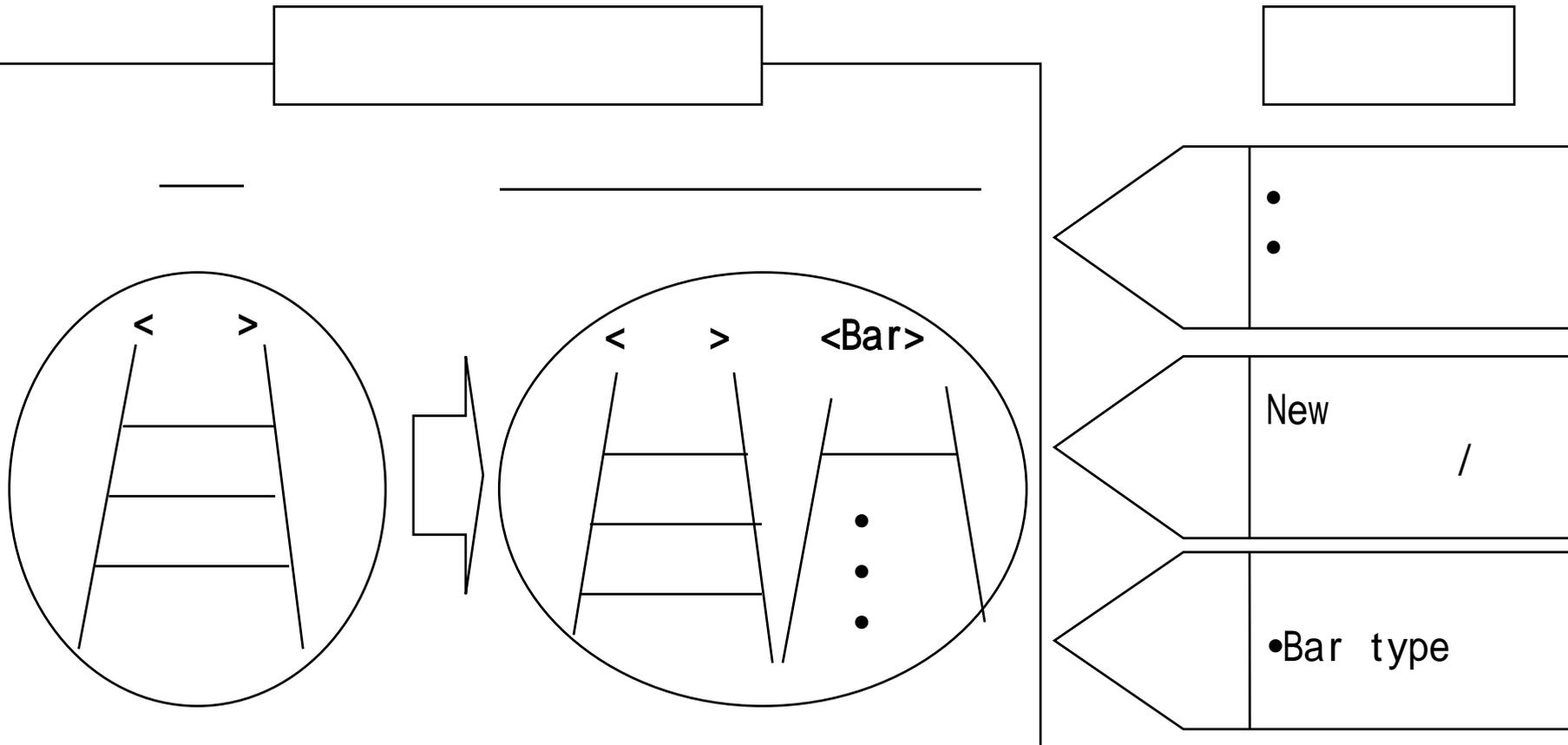
◆ PRODUCT POSITIONING CONCEPT



◆ TARGET



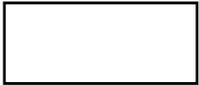
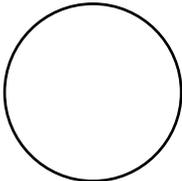
◆ Product Category Positioning



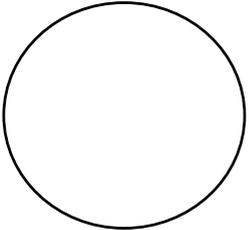
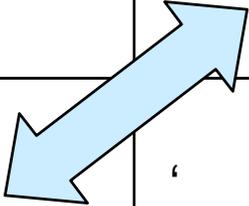


Image/가

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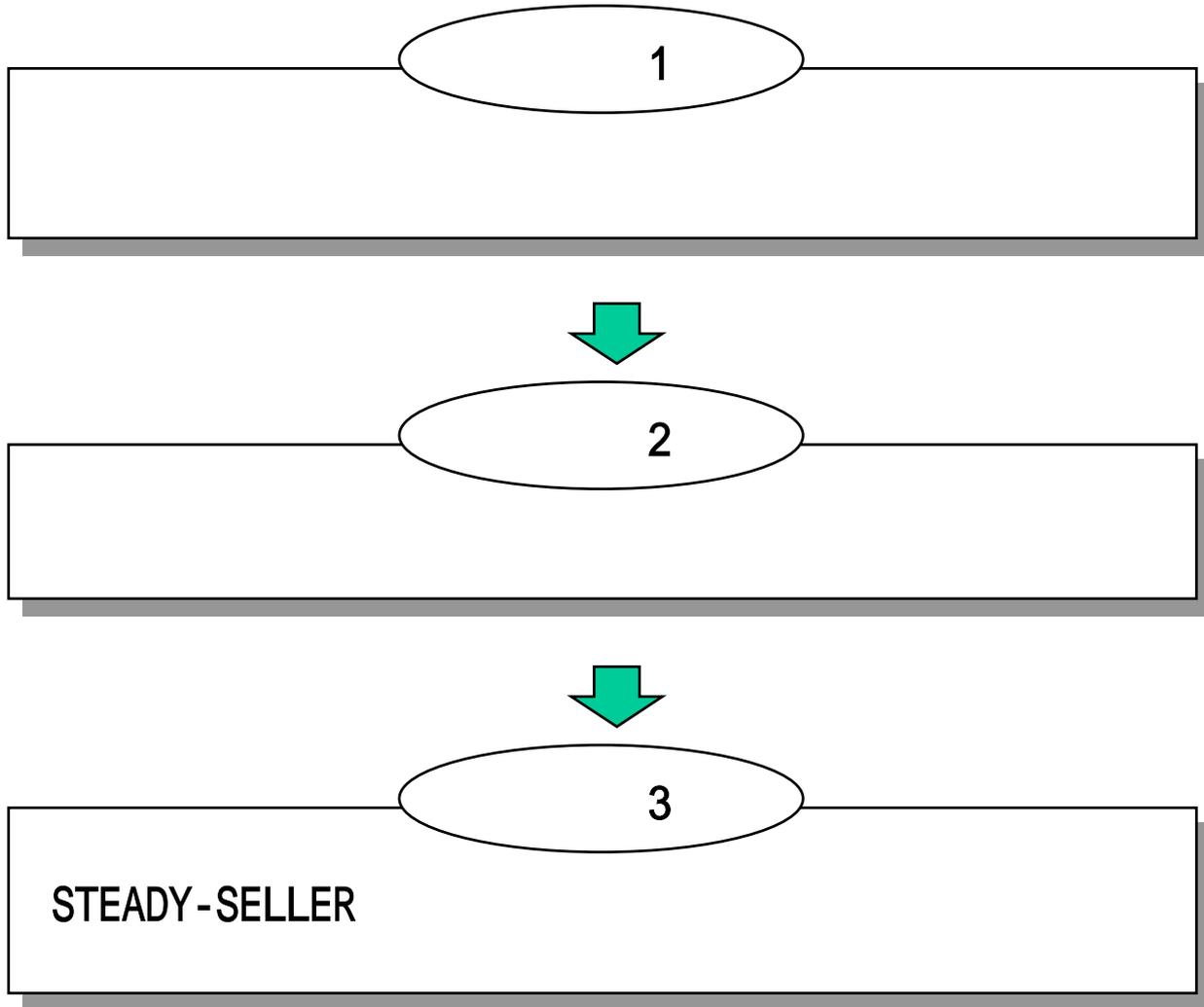


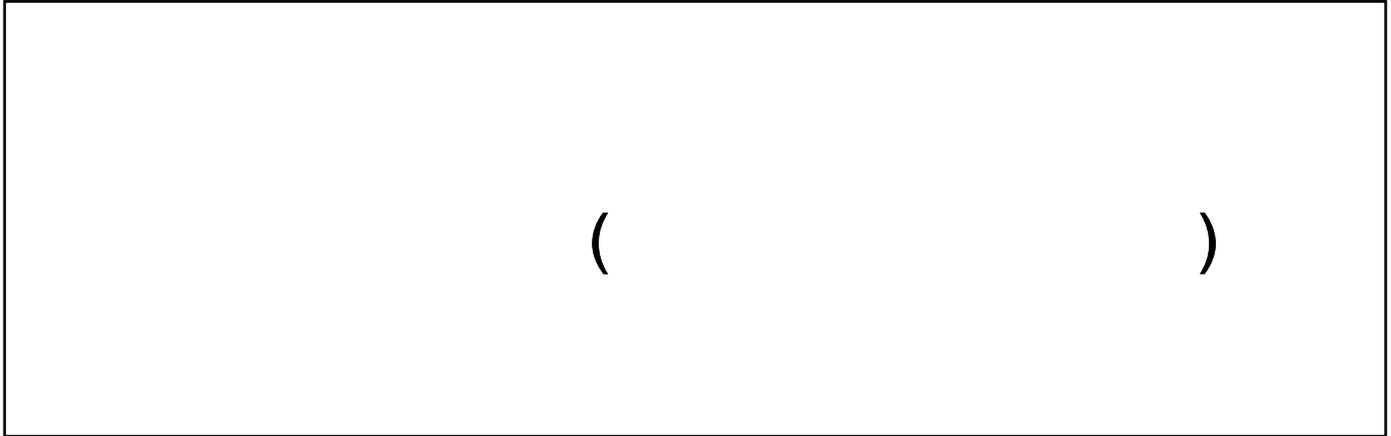
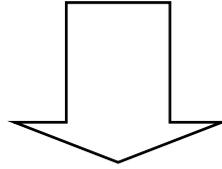
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# COMMUNICATION



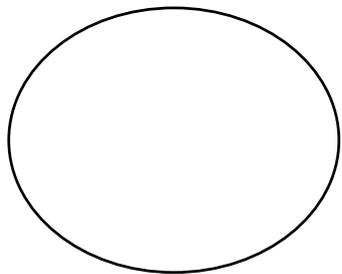


Communication Target ?



16-20 ,

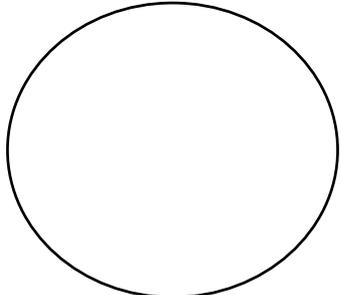
# COMMUNICATION TARGET - TARGET PROFILE



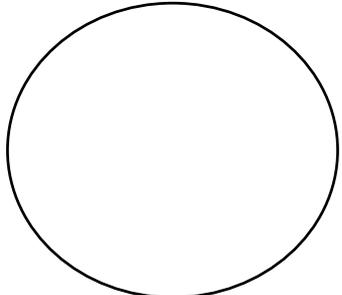
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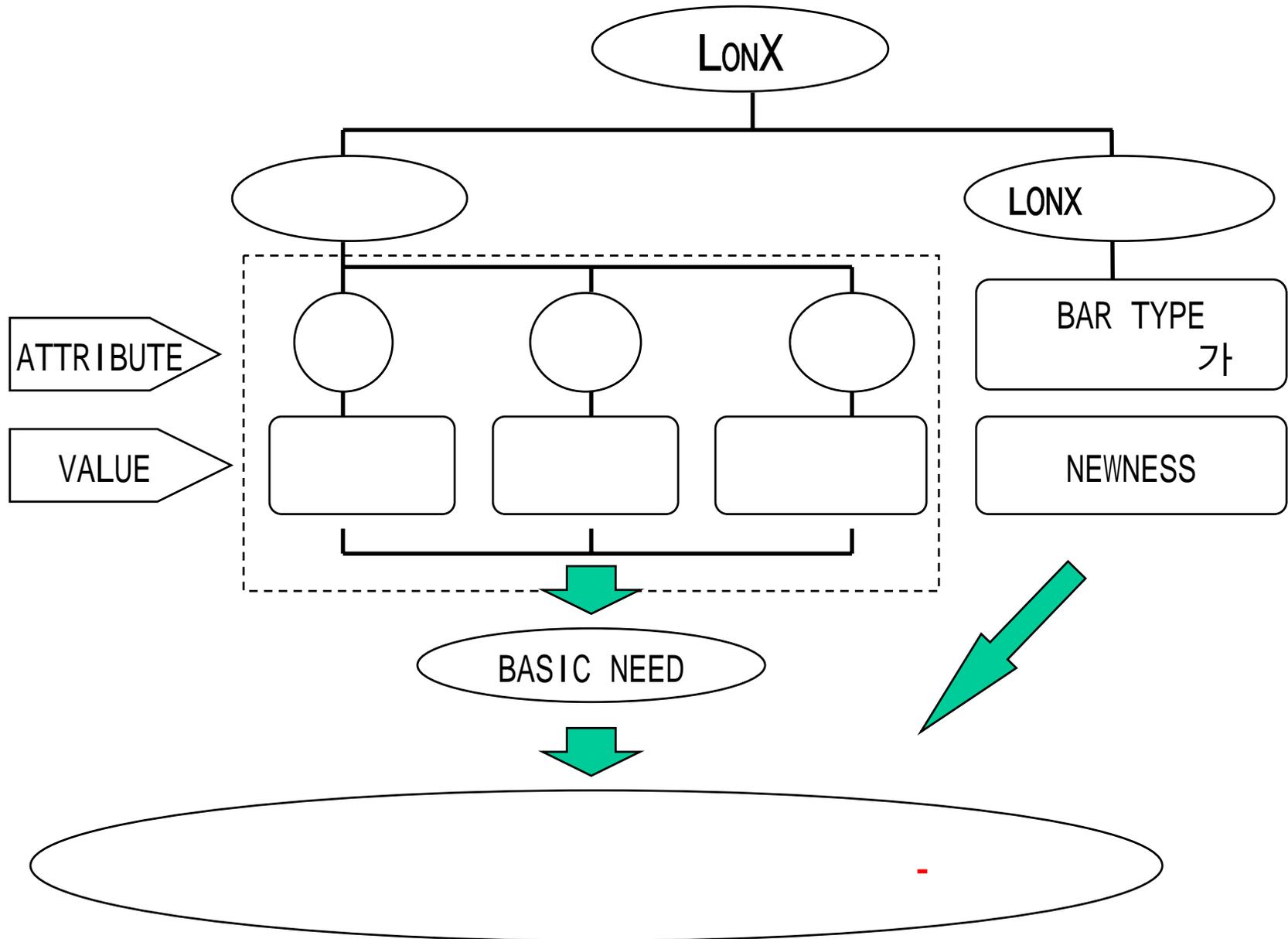


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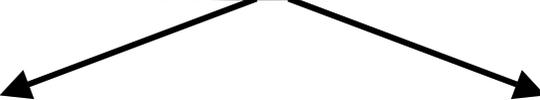
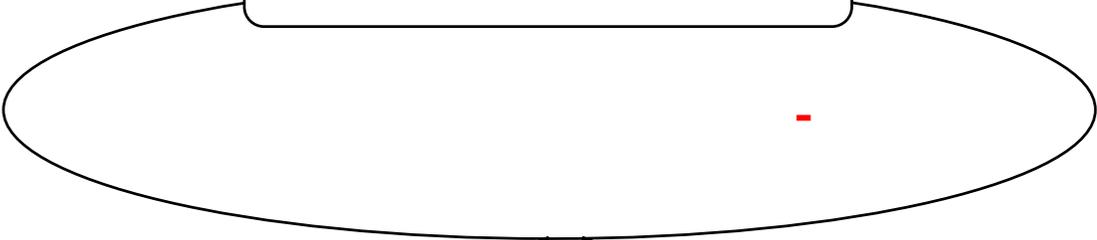
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# COMMUNICATION CONCEPT



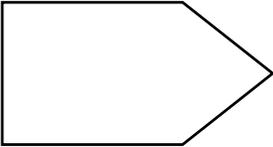
# CREATIVE STRATEGY

Creative Concept



1

2



KEY MESSAGE

LONX

LONX

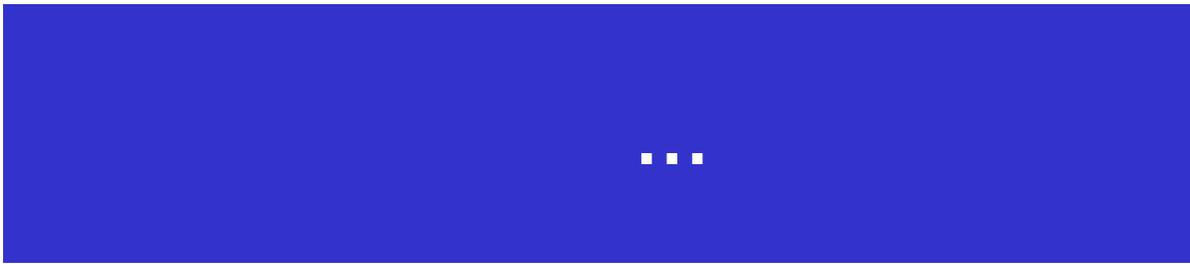
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1.

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2.

USP

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( Point )

3.

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Brand

Image/Character

Brand Management

4.

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lead

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1. (Thematic Principle)

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(Theme)가

(Single minded proposition)

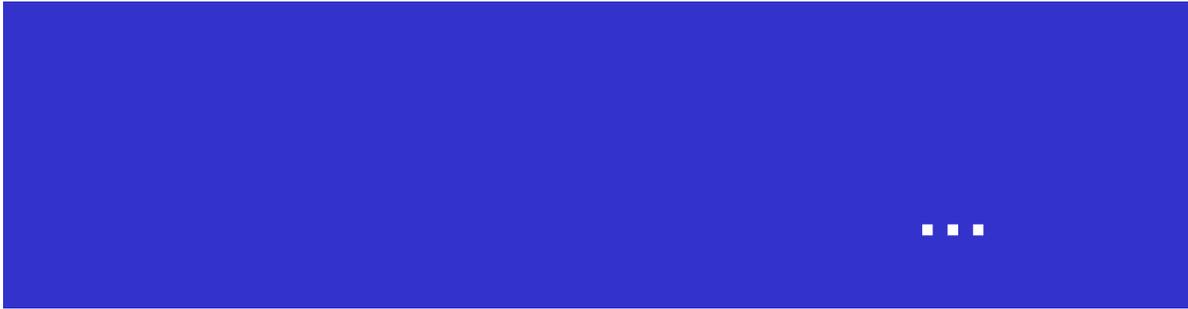
(Key word)

2. (Principle of Distinctive Fit)

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3. (Extension Principle)

, 가 ,  
) 가



4. (Combination Principle)

. (wallpaper effect)

가

5. (Principle of Continuity)

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“ Concept

Conceptual

Conceptive ”