







(Advertising)

VS.



(Propaganda)

(Advertising)

VS.

(Propaganda)

1.

2.

가

3.

4.

5.

(Advertising)

VS.

(Propaganda)



< ...>

1. (Identified Sponsor)

2. () (Paid Form)

3. - (Nonpersonal Presentation)

4. , (Idea, Goods, Services)

5. - (Controlled)

...
(Advertising)

가

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. Concept

가 ?

(Concept)

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(Concept)

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or

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USP(Unique Selling Point)

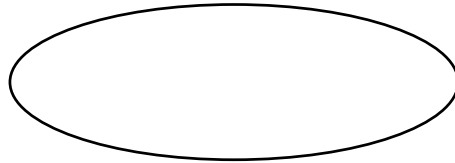
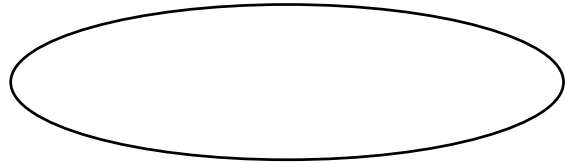
Needs가



(Product Concept)

(AD Concept)

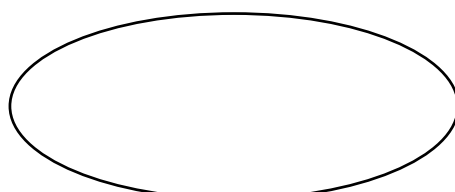
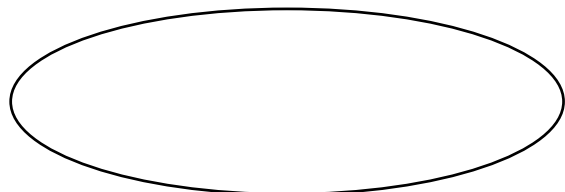
(Creative Concept)



Creative Idea

가?
(What to say)

가?
(How to say)



Creative

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(Product Concept)

(AD Concept)

(Creative Concept)

Creative Idea

(What to say)

(How to say)

가?

가?

. Creative Concept

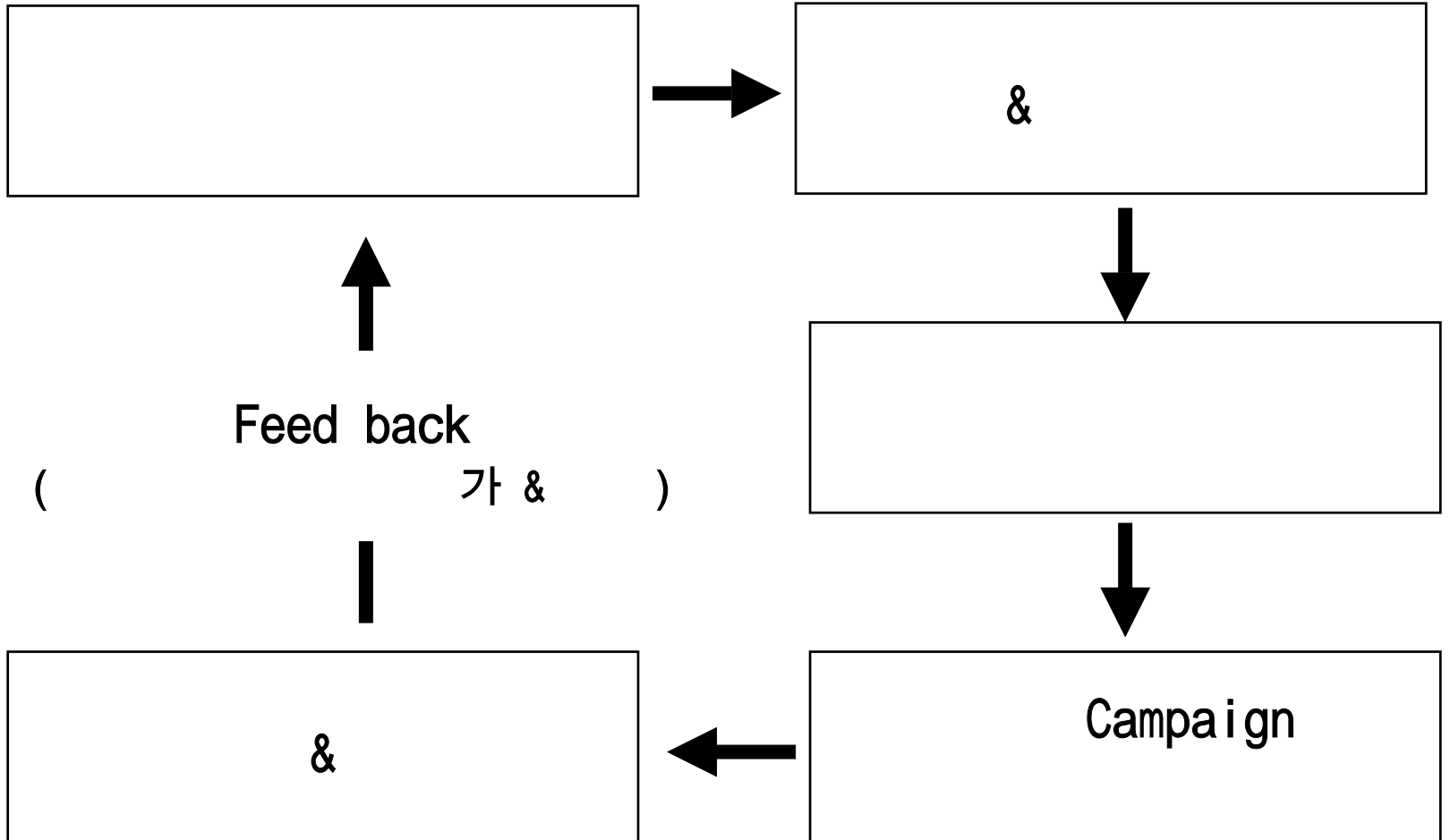
Creative Concept

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Process





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“ 가 가?
가?”

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



- 1. 2
- 2. 1

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(SWOT)

“ 가?”

& “

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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) A

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, A

60%

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5

10%

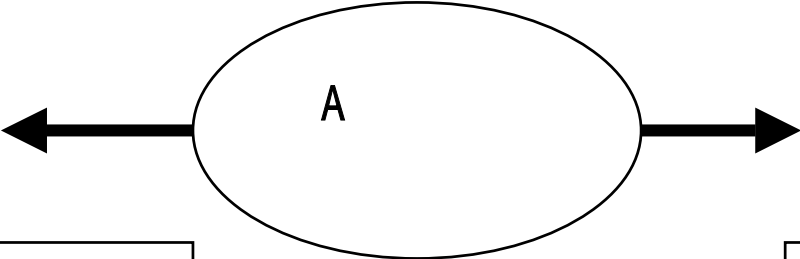
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⋮ A 가
⋮



Frequency



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- : Target

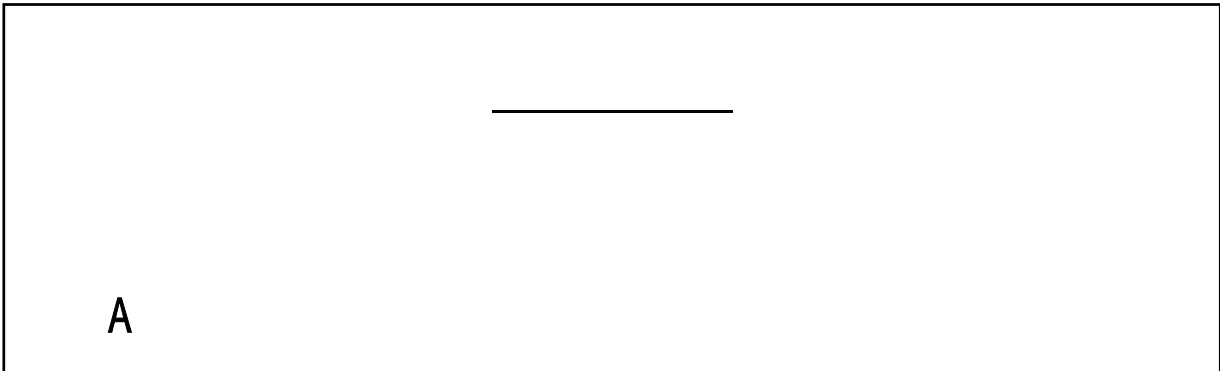
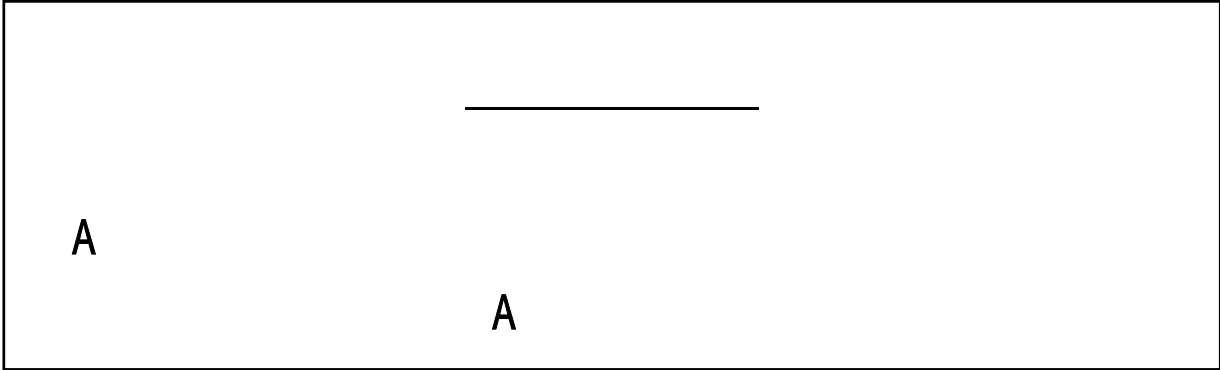
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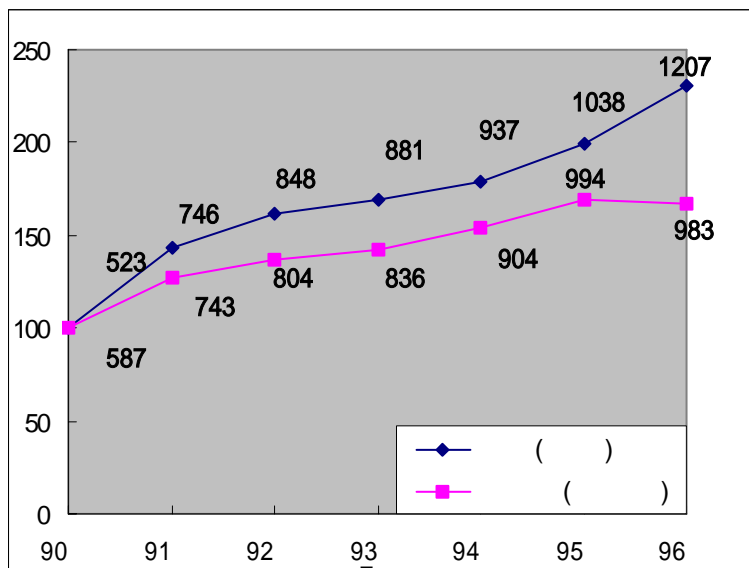
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Market Trend -

Fact 1

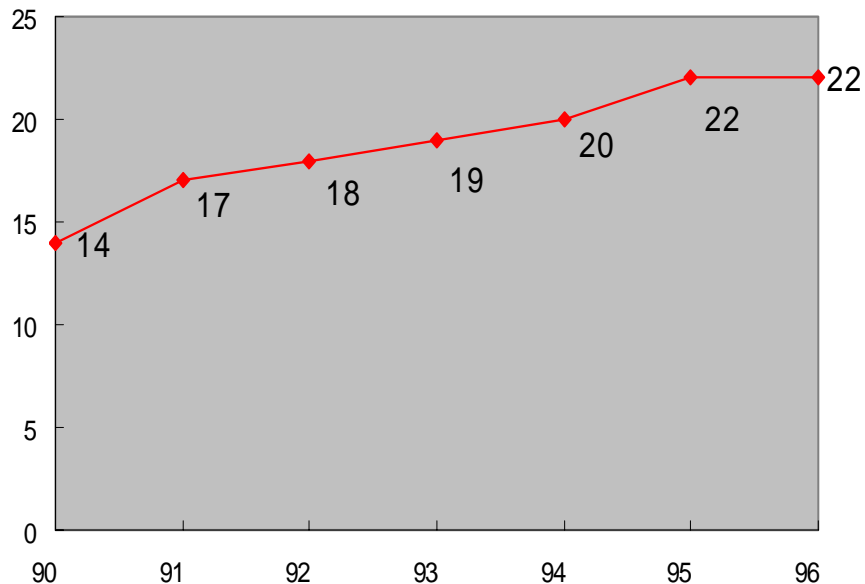
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2

가

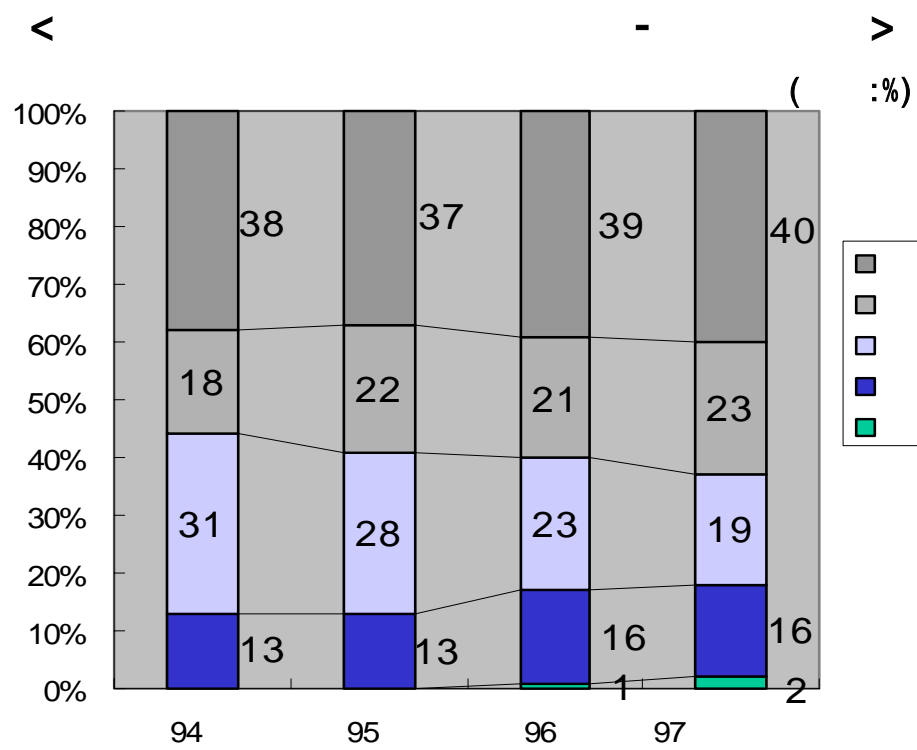
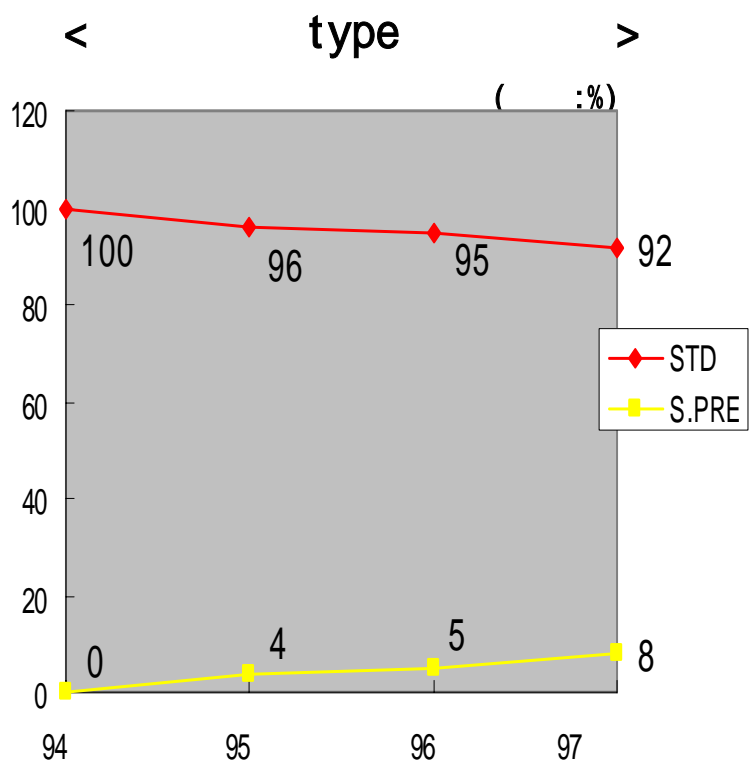
Market Trend

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Fact 2

STANDARD()

1 3



* Type : STD - , , ,
S.PRE - ,)

Market Trend

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Fact 3

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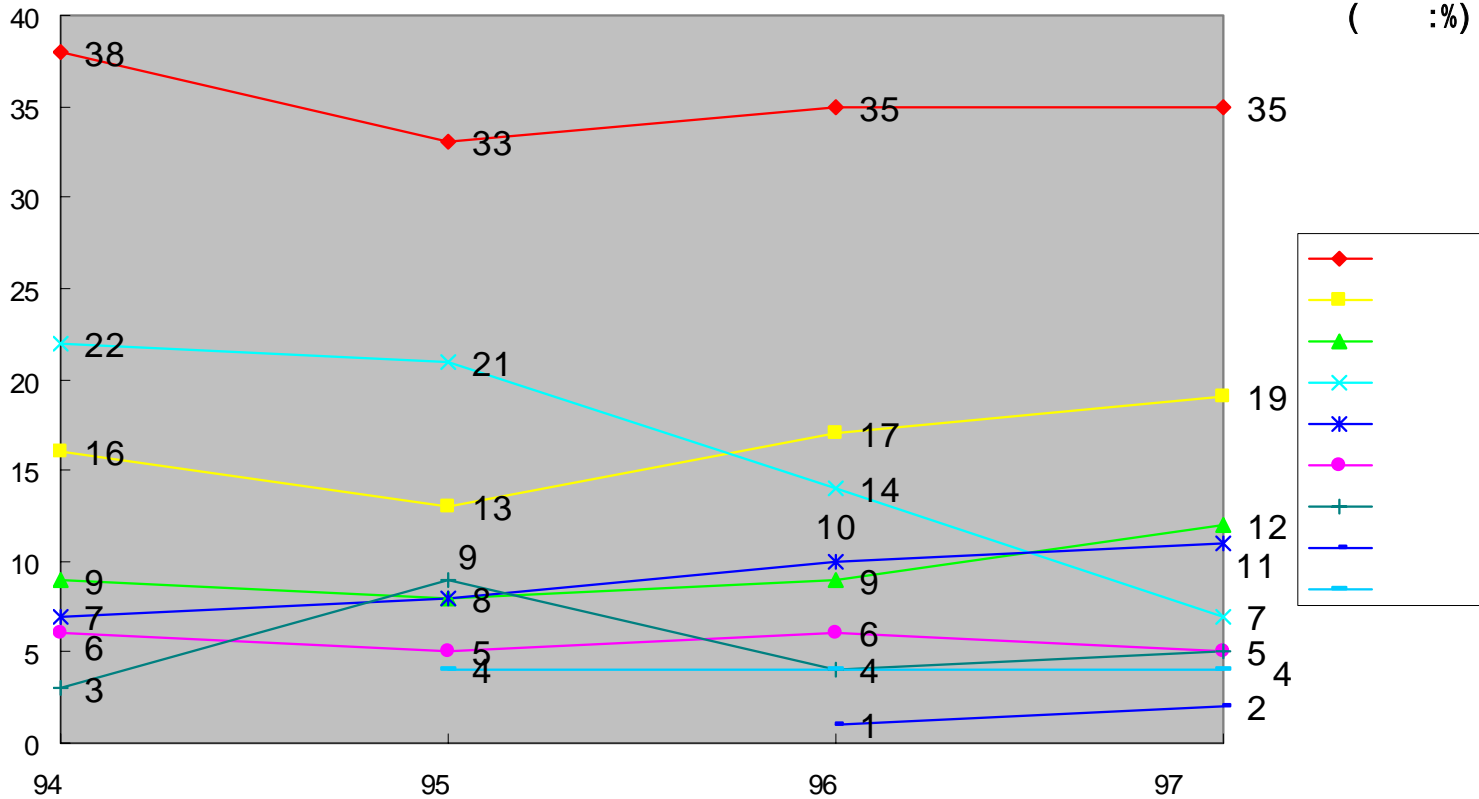
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vs.

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BRAND

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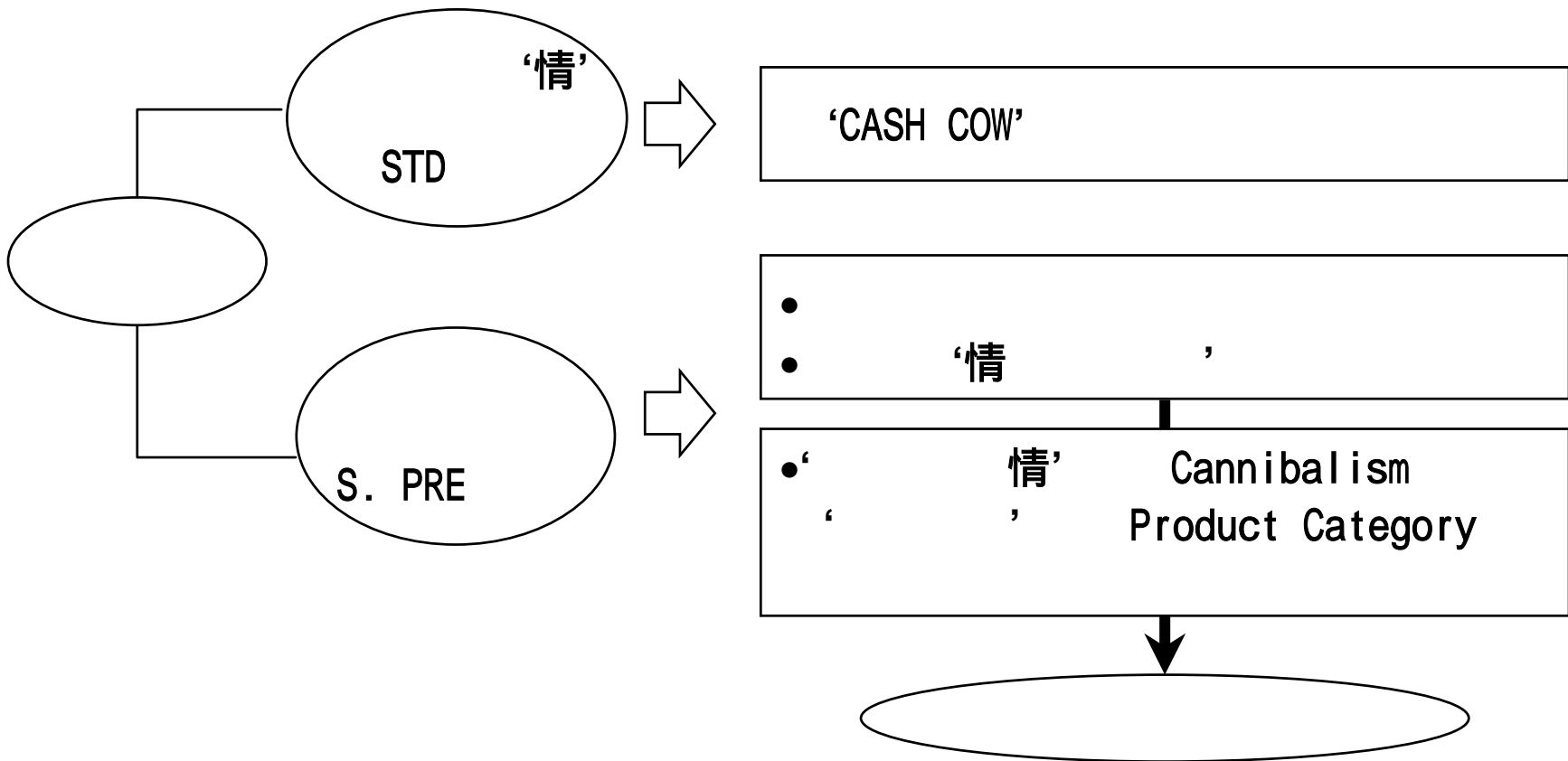
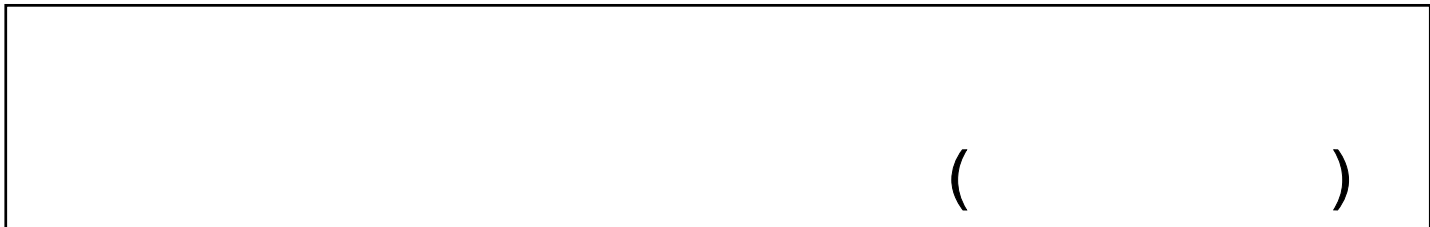


Market Trend

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— (Zoom)



Market Trend

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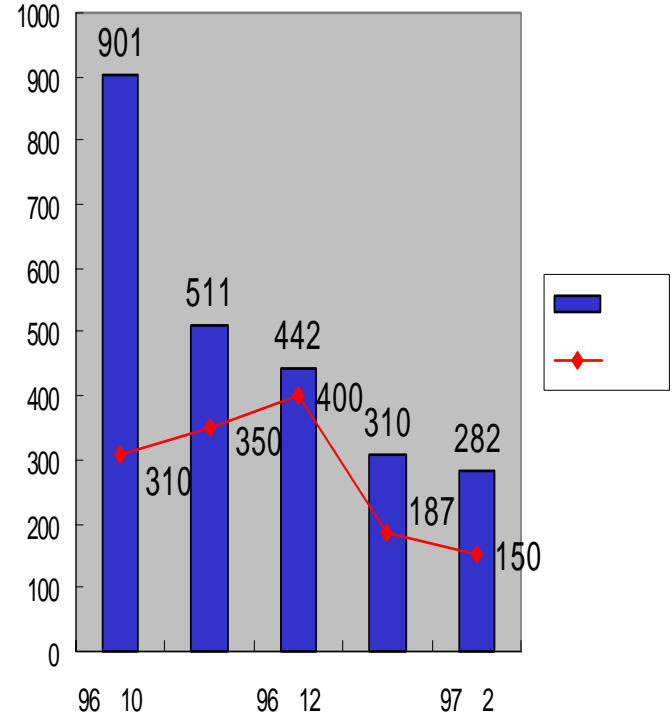
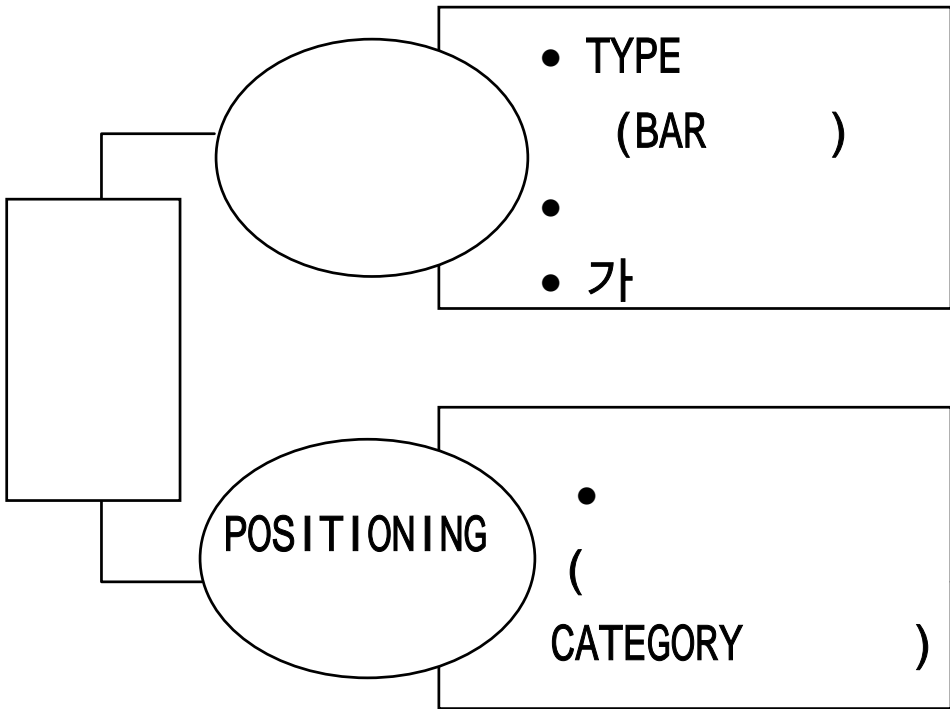
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Market Trend

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Category

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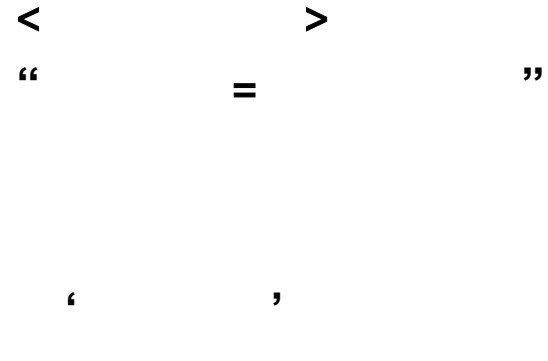
Benefit

• BAR TYPE

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• Premium Value

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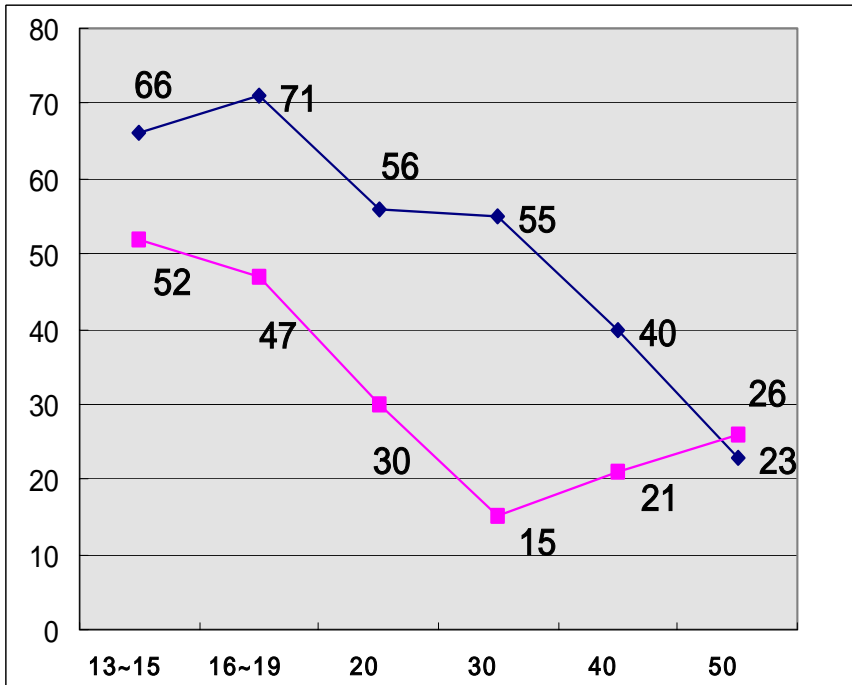
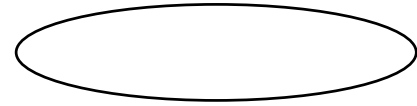
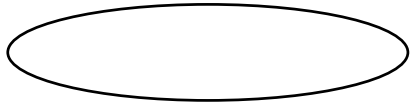
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- TARGET PROFILE

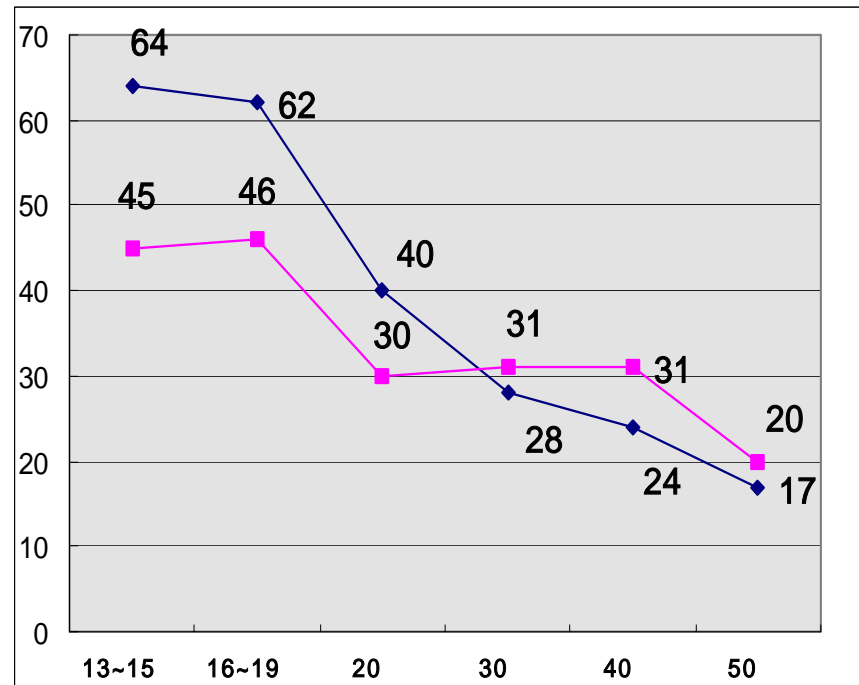
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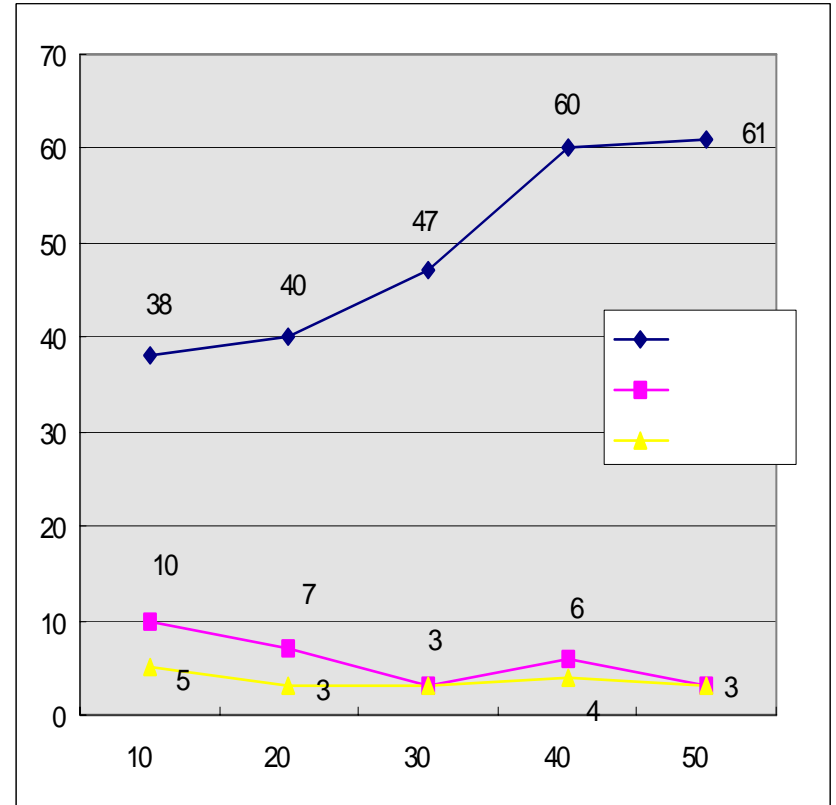
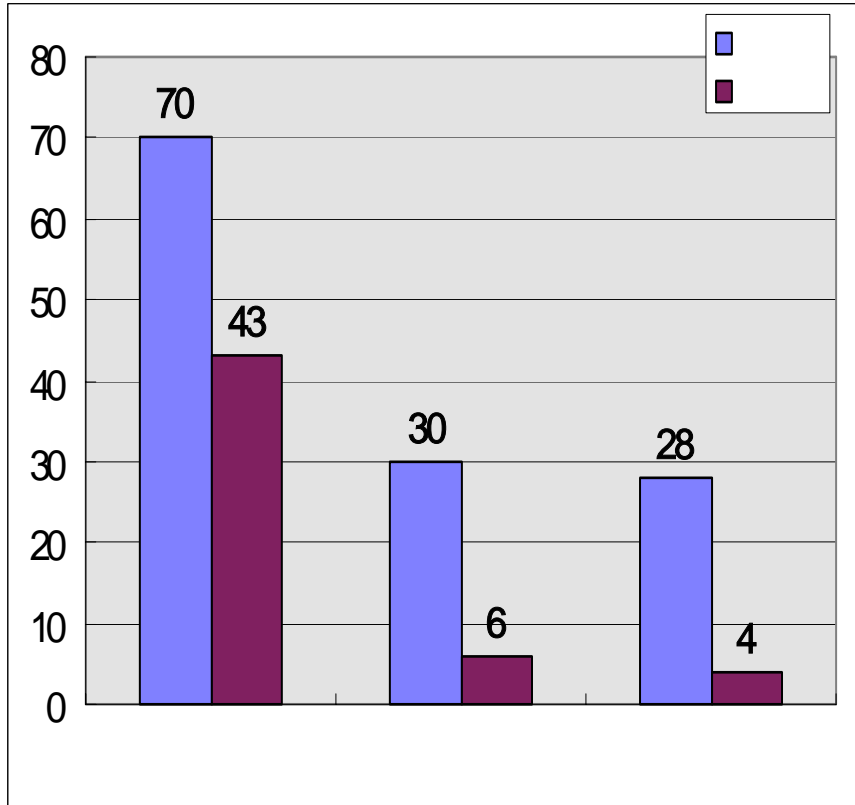
Heavy+Medium User



- Brand Performance

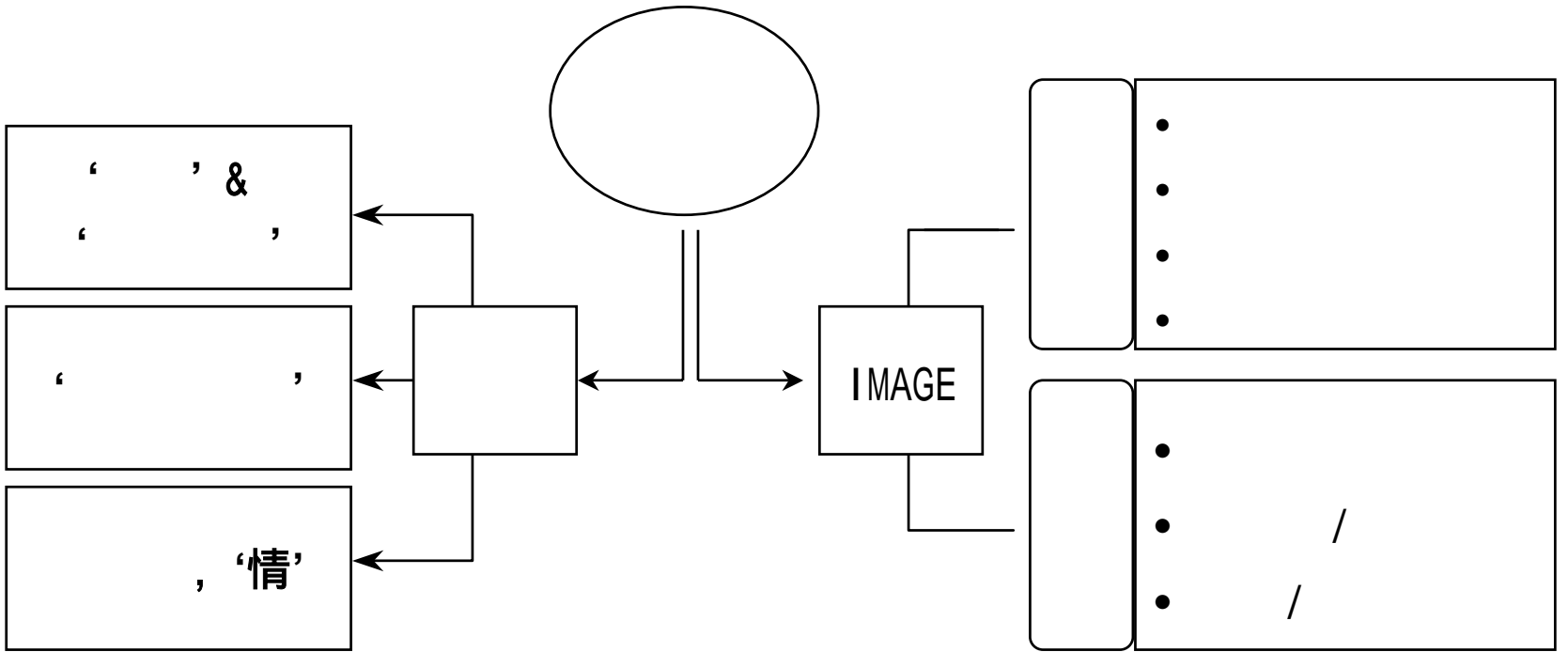
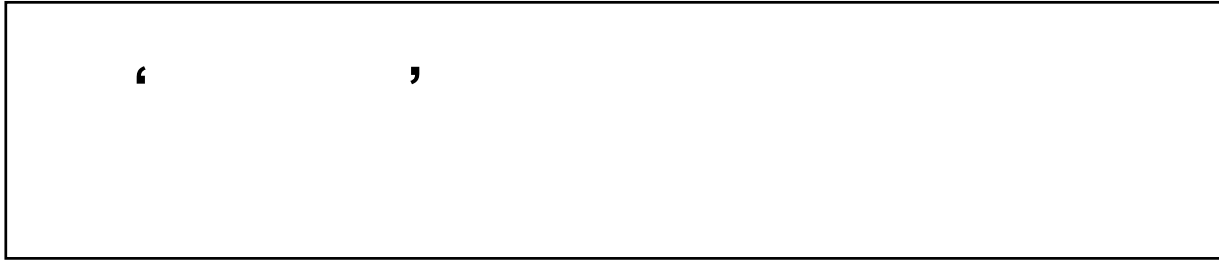
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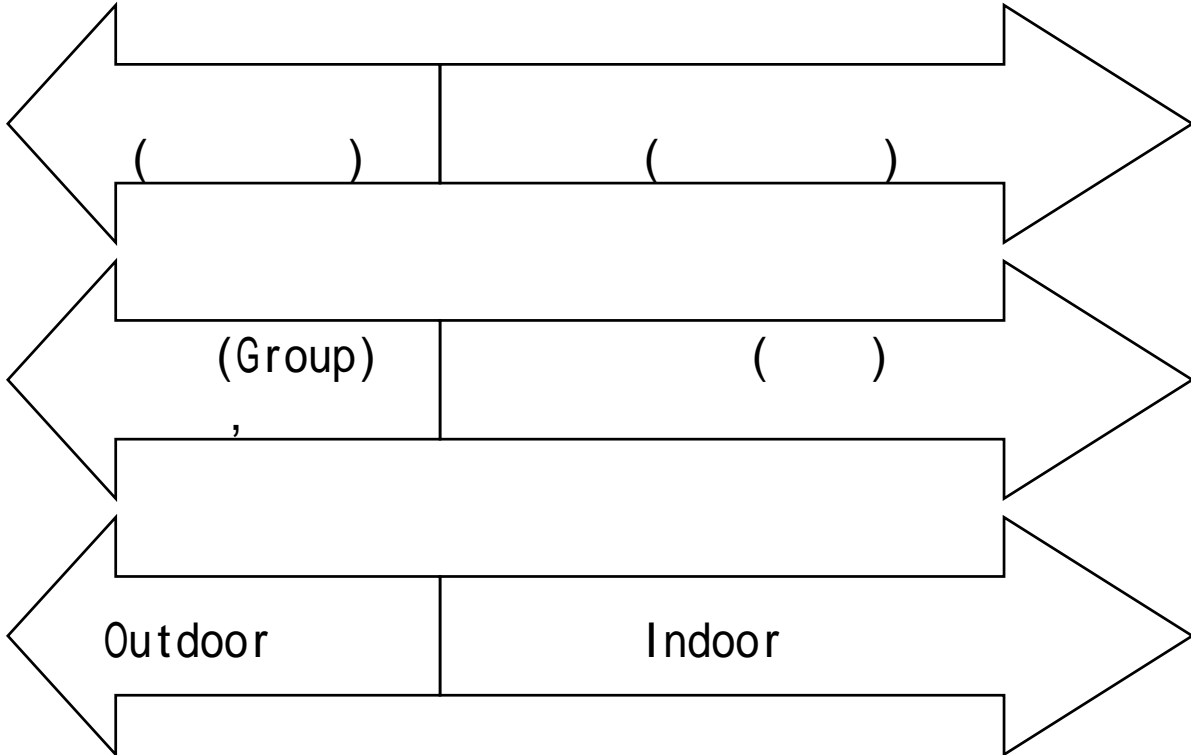
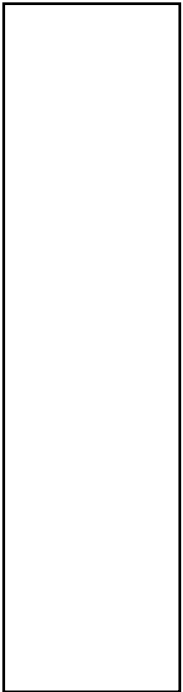
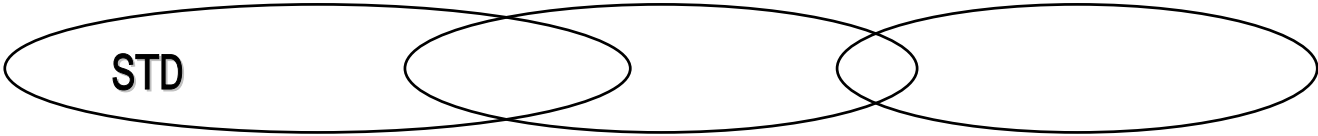
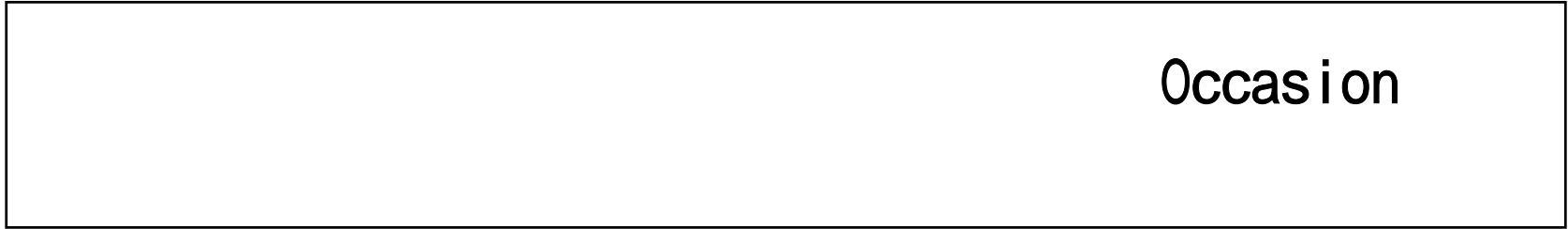


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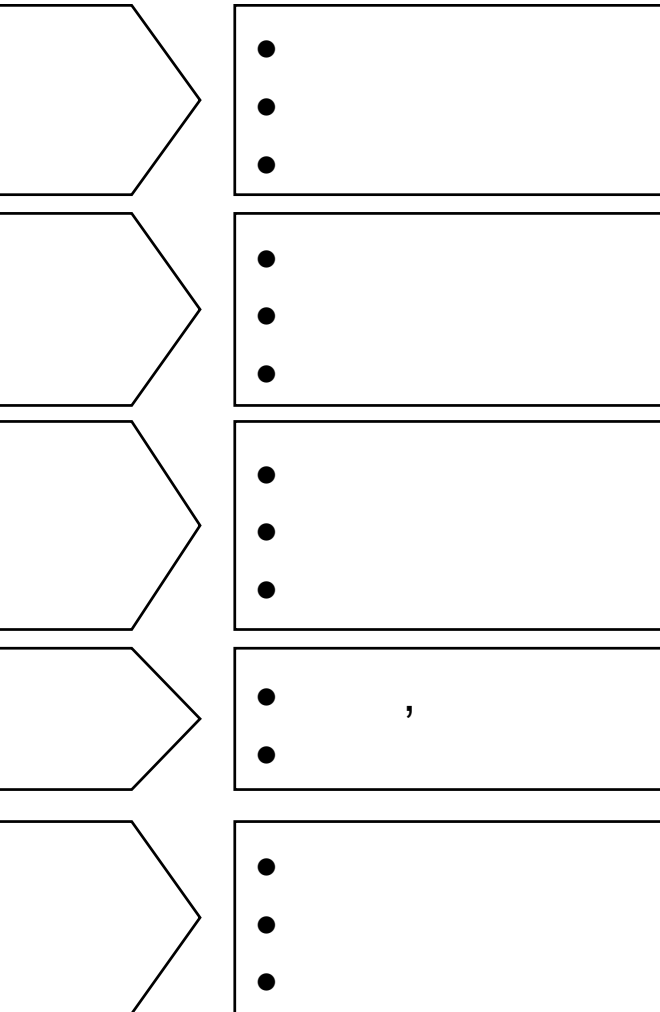
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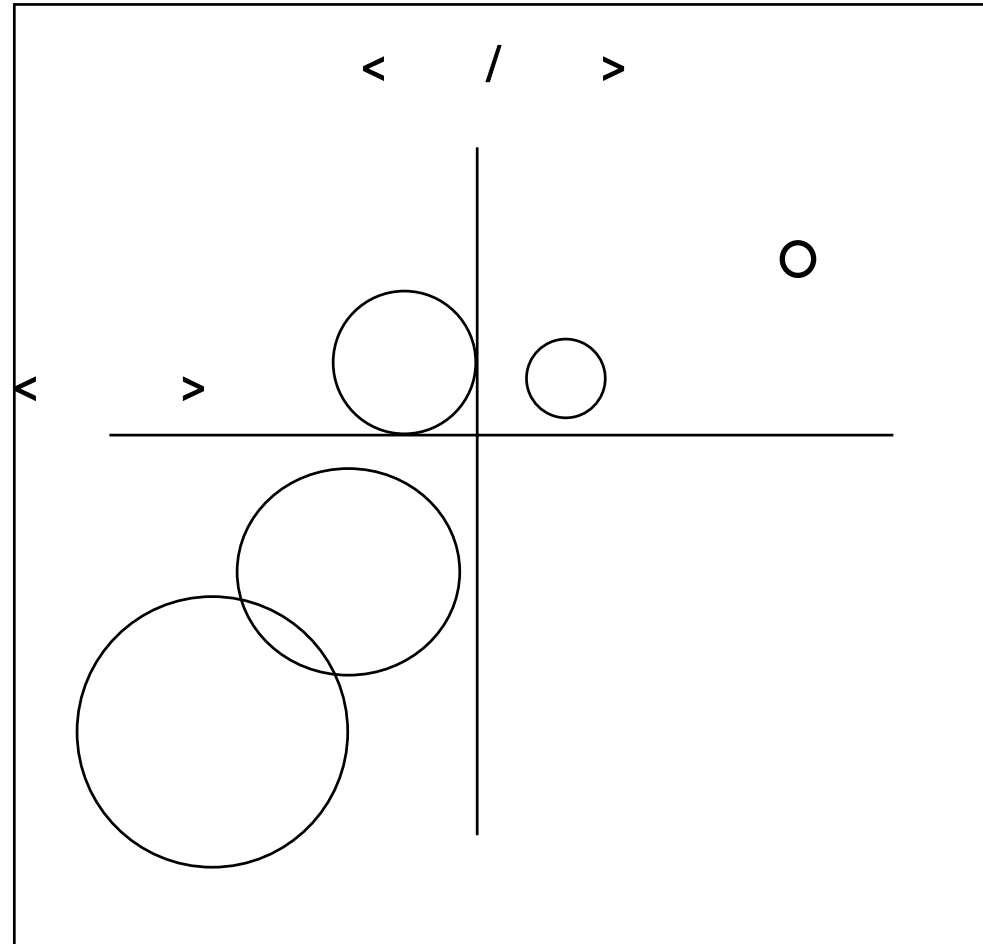
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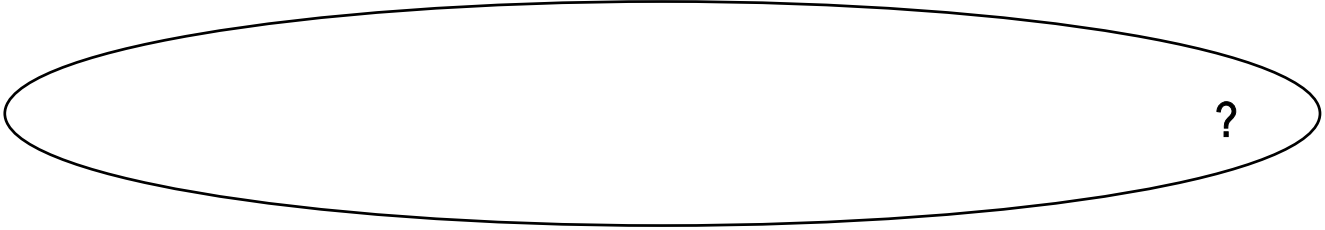
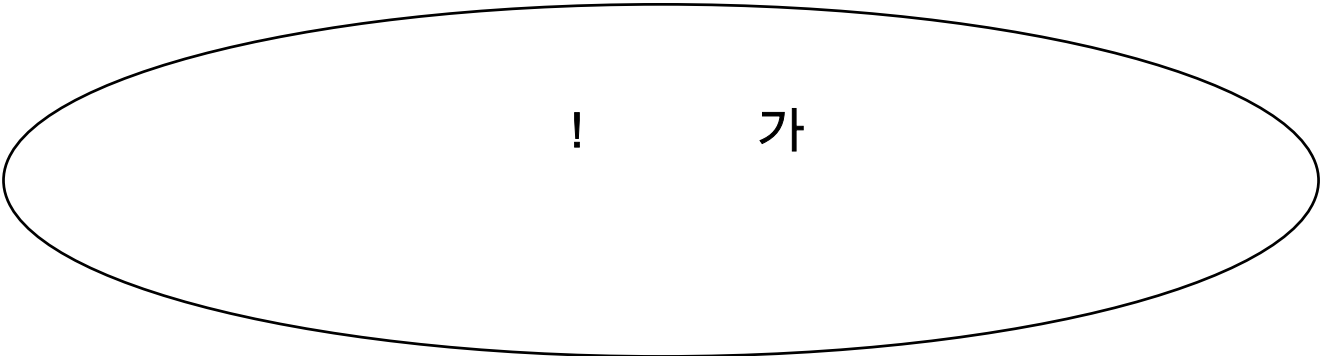


- Competitive Positioning Map



Perceptual Mapping

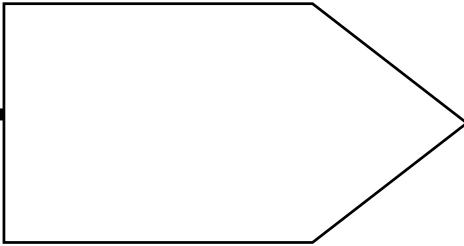
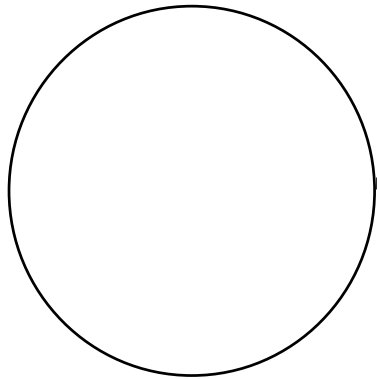




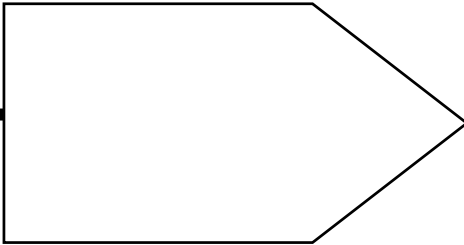
- Design

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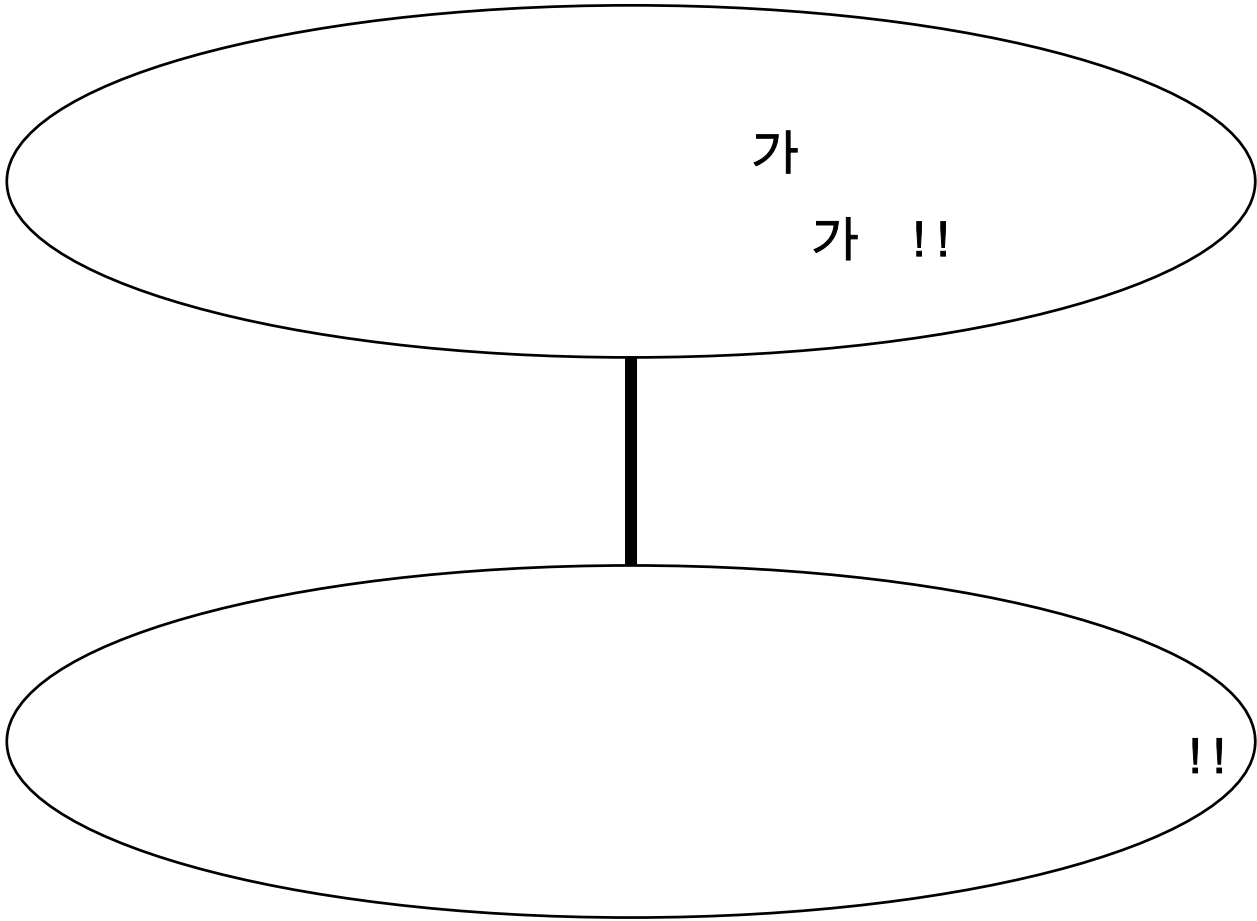
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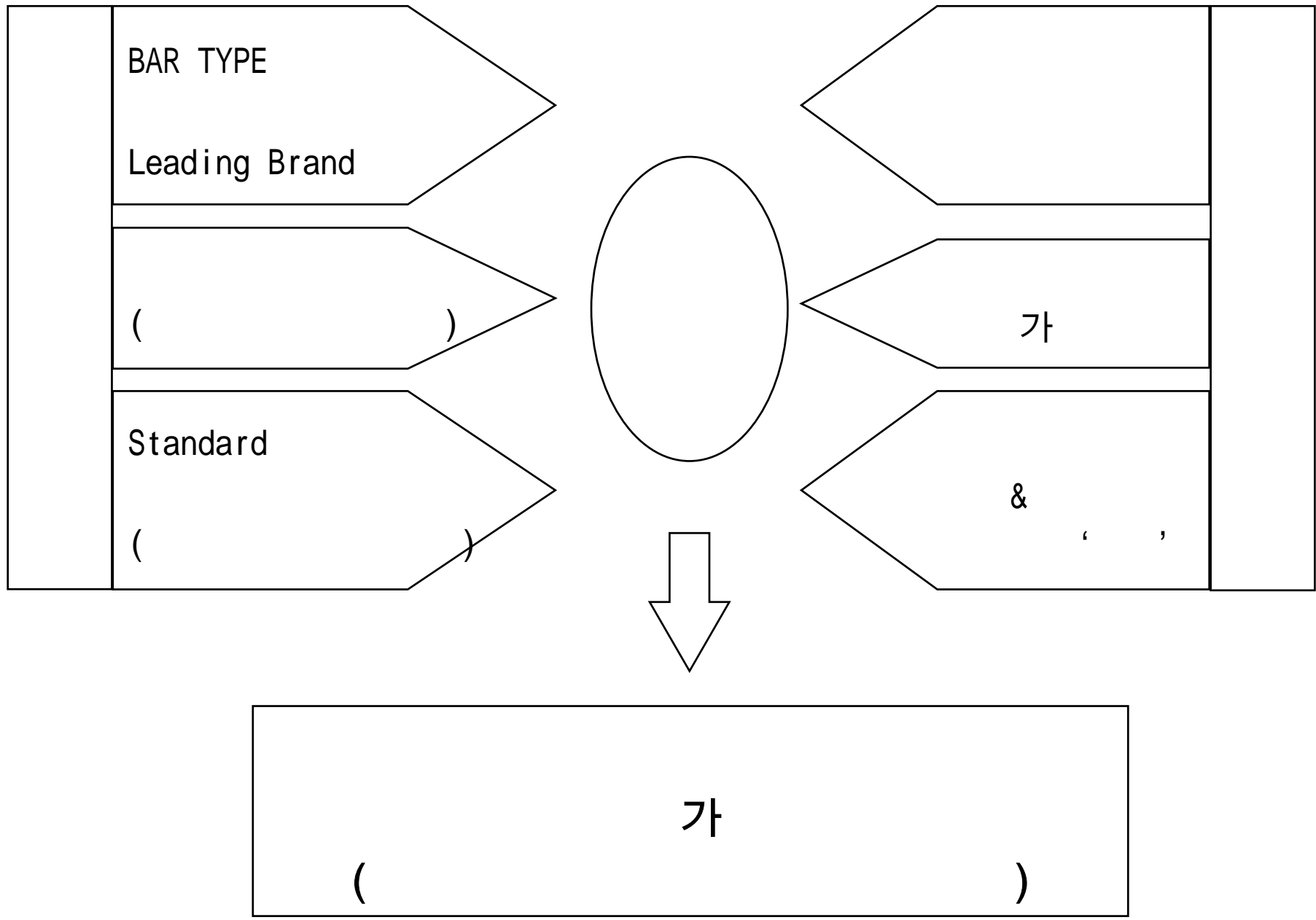


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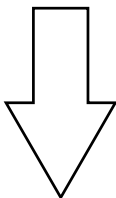
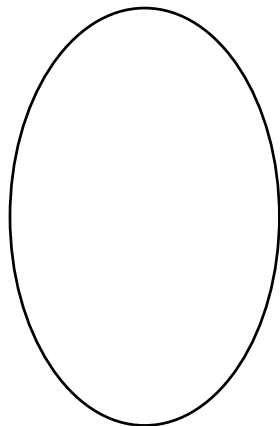
BAR TYPE

Leading Brand

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Standard

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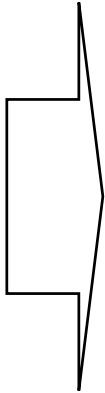
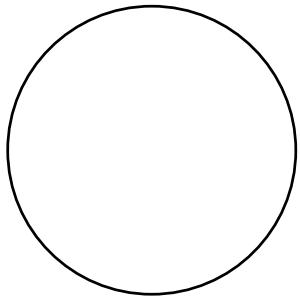
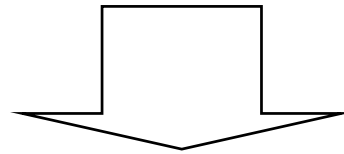
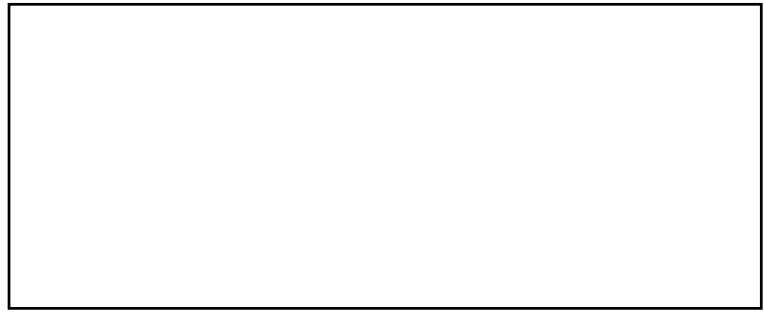
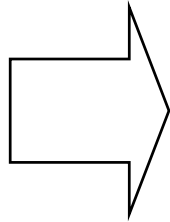
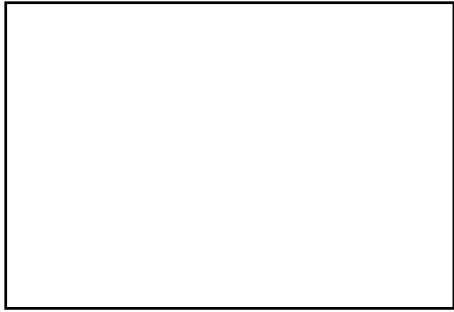
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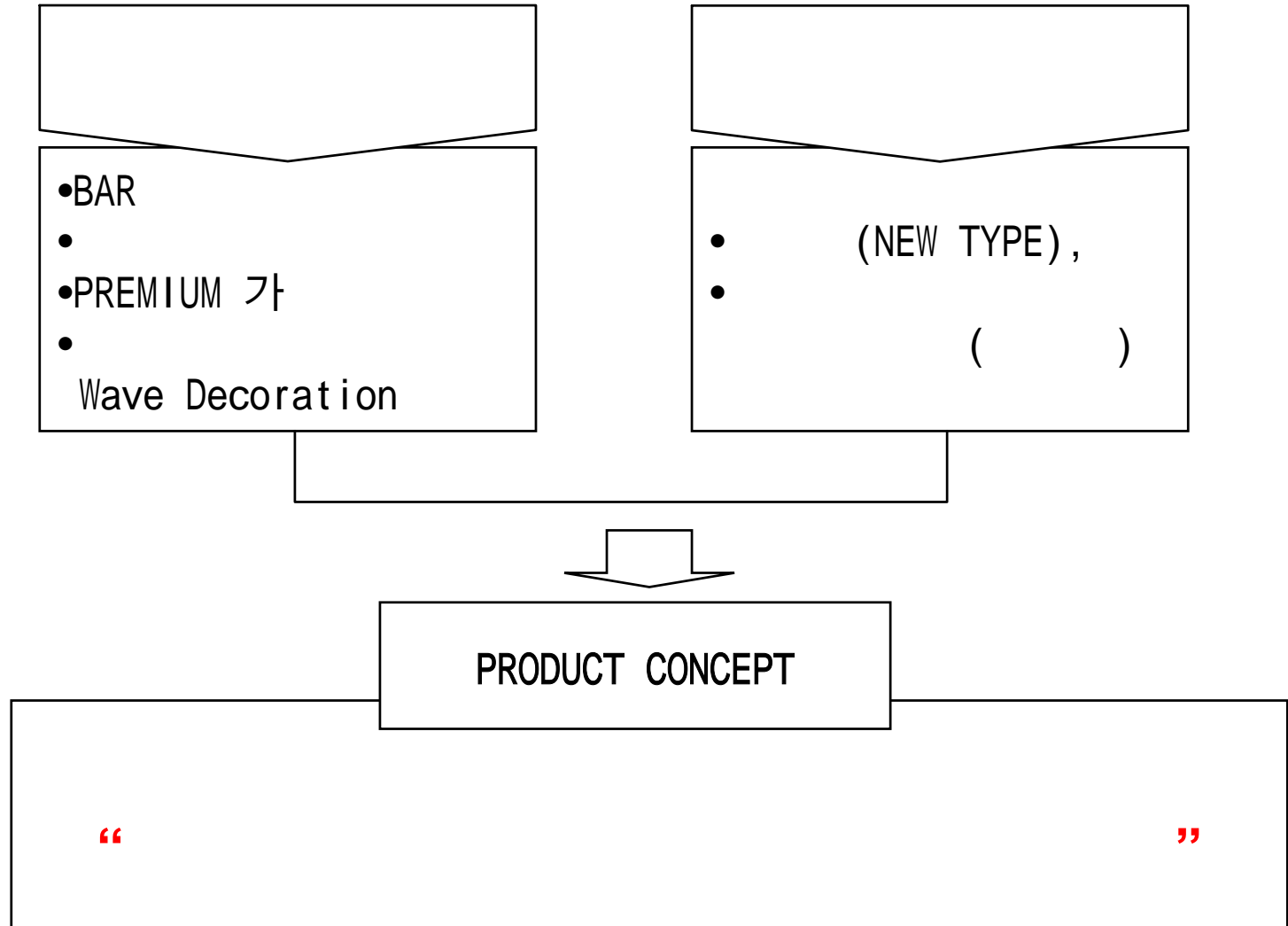
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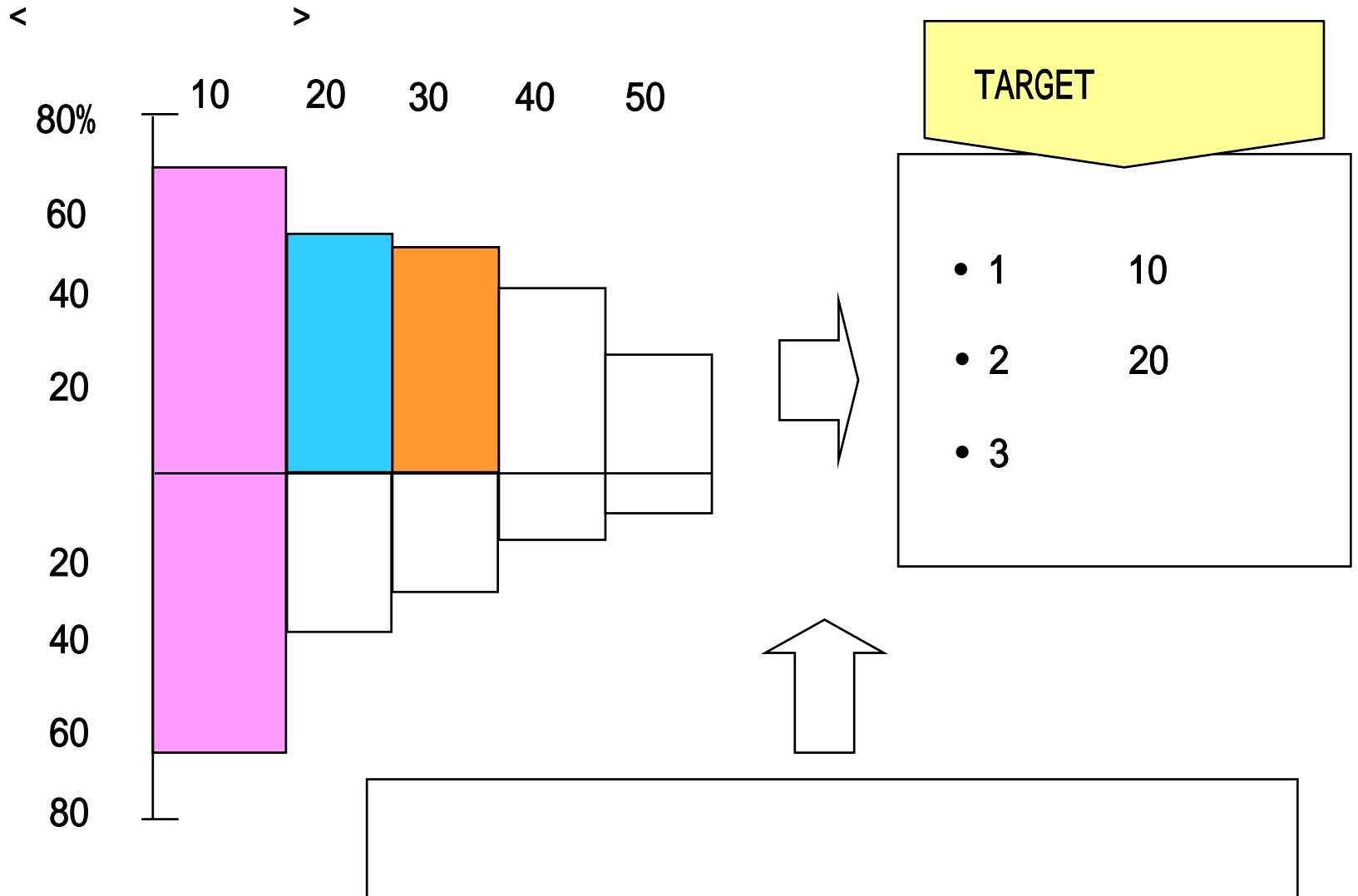


1	Product Category	가?
2	가 Target	가?
3		가?

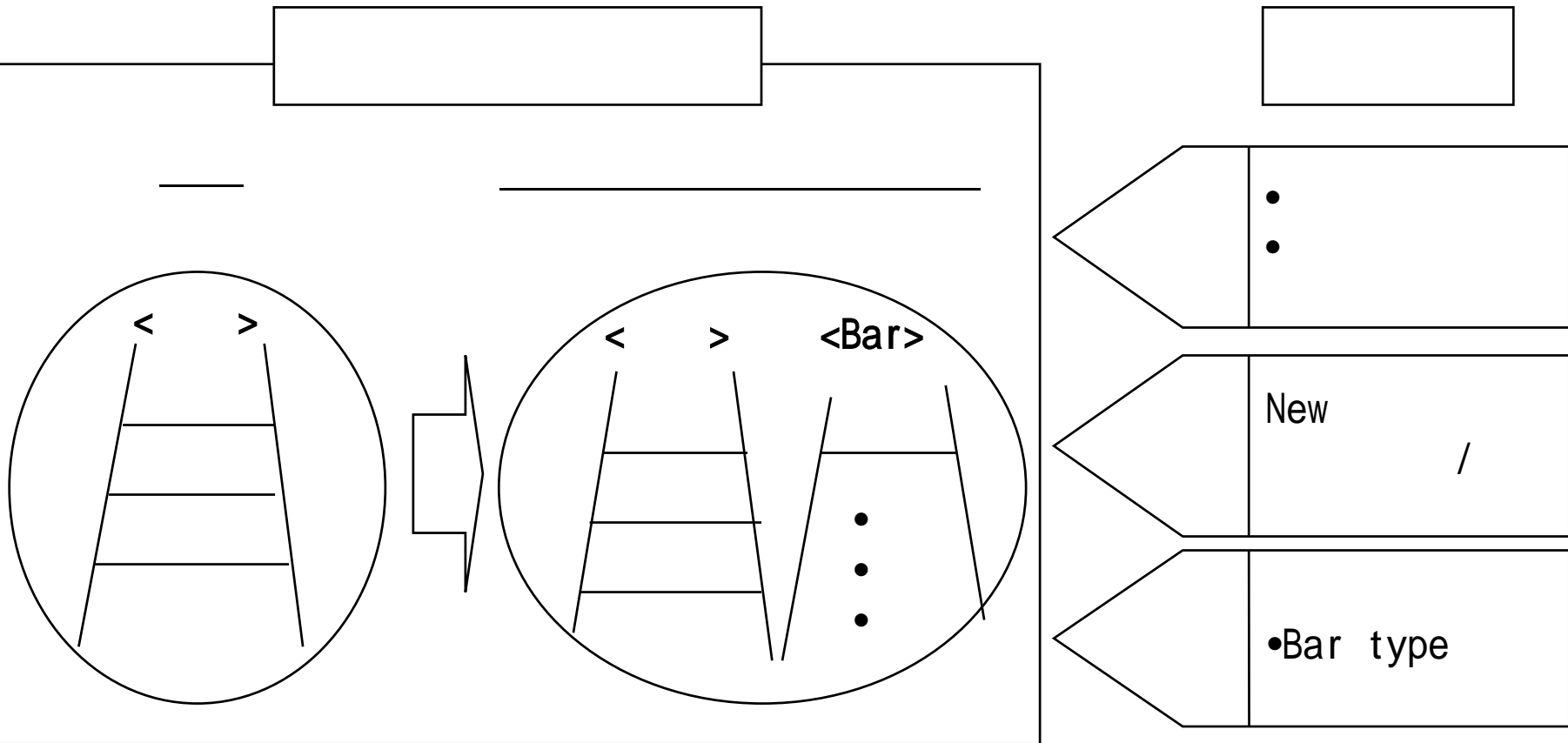
◆ PRODUCT POSITIONING CONCEPT



◆ TARGET



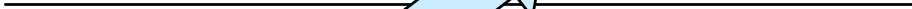
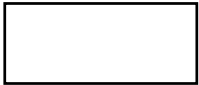
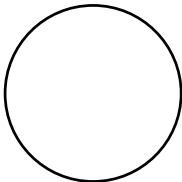
◆ Product Category Positioning



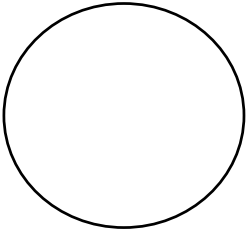
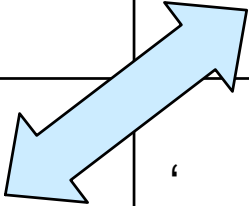


Image/가

가 /High Quality

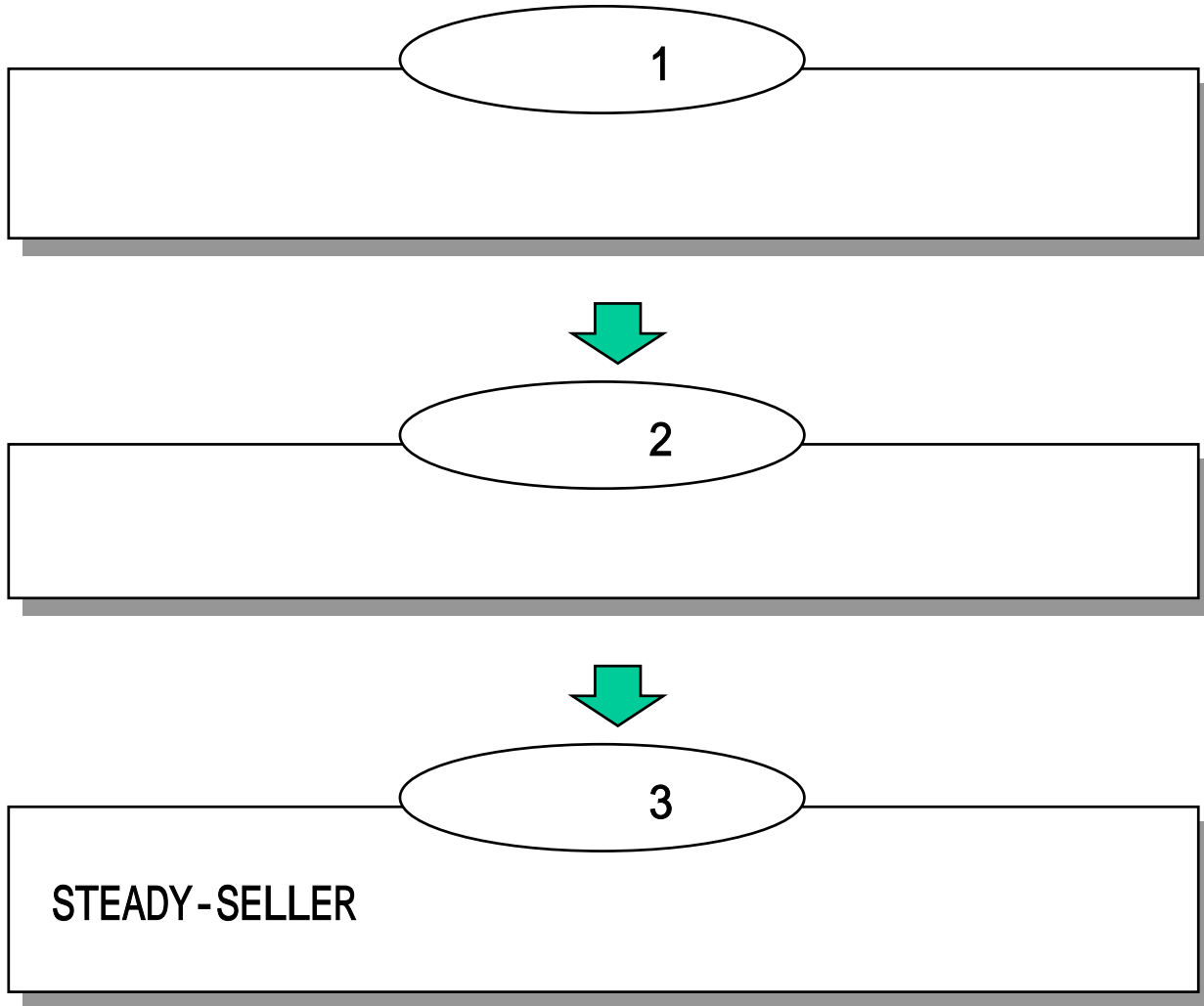


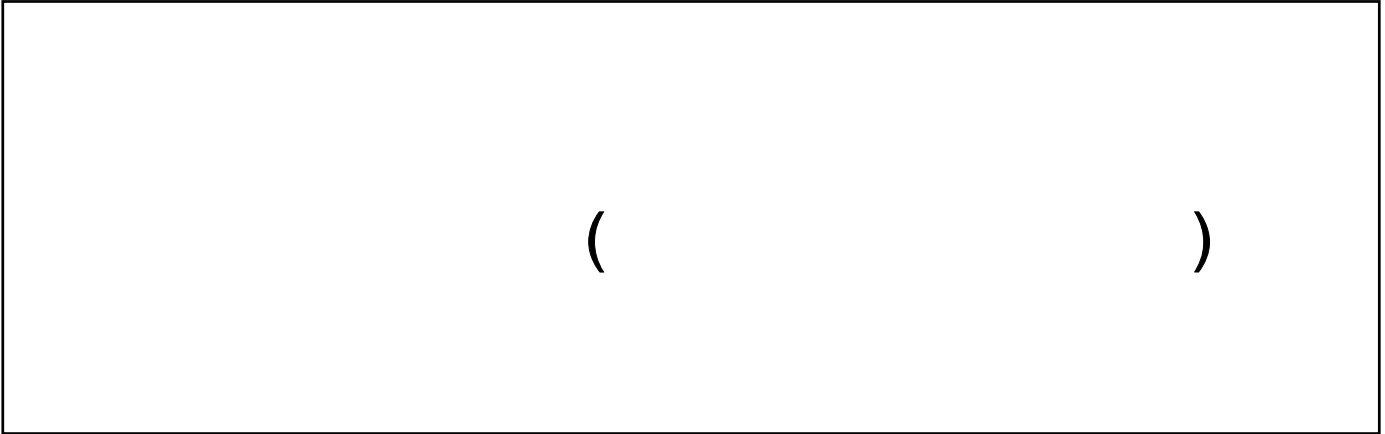
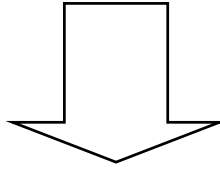
Bar



가 /Standard

COMMUNICATION



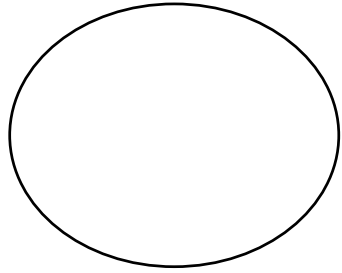


Communication Target ?

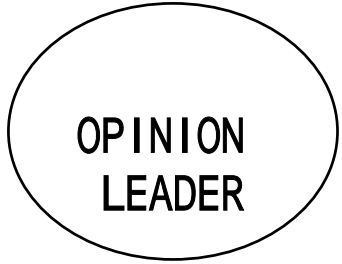


16-20 ,

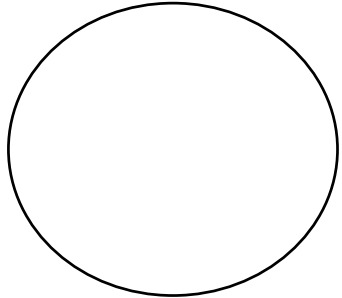
COMMUNICATION TARGET - TARGET PROFILE



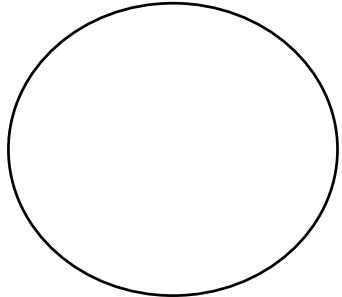
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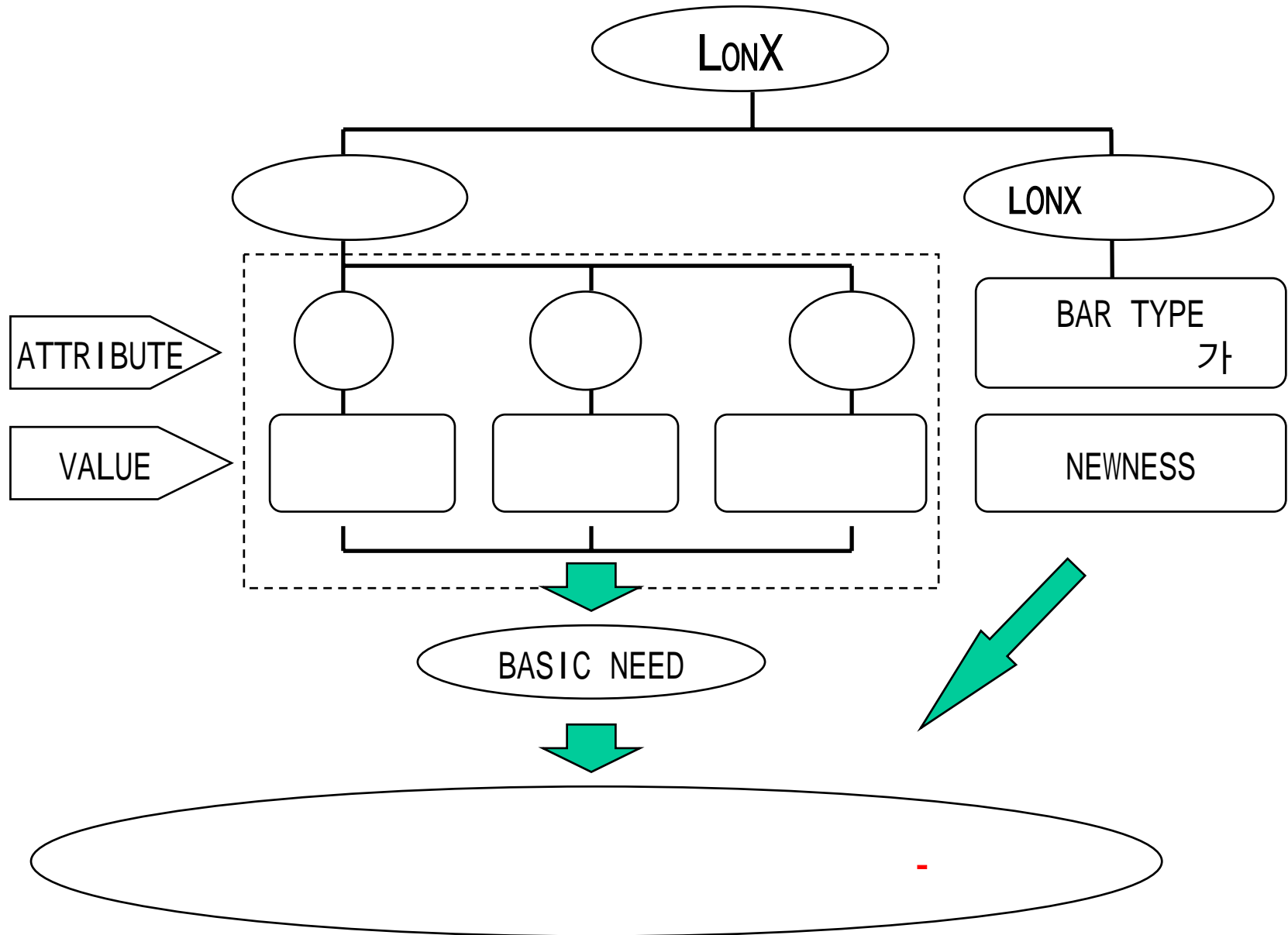


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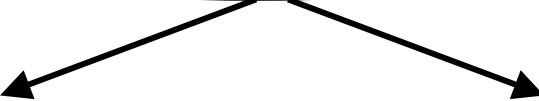
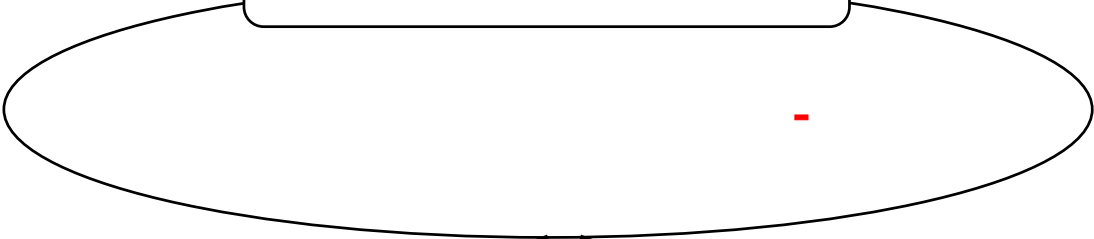
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COMMUNICATION CONCEPT



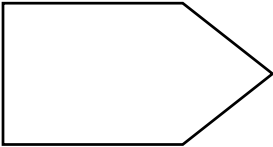
CREATIVE STRATEGY

Creative Concept



1

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KEY MESSAGE

LONX

LONX

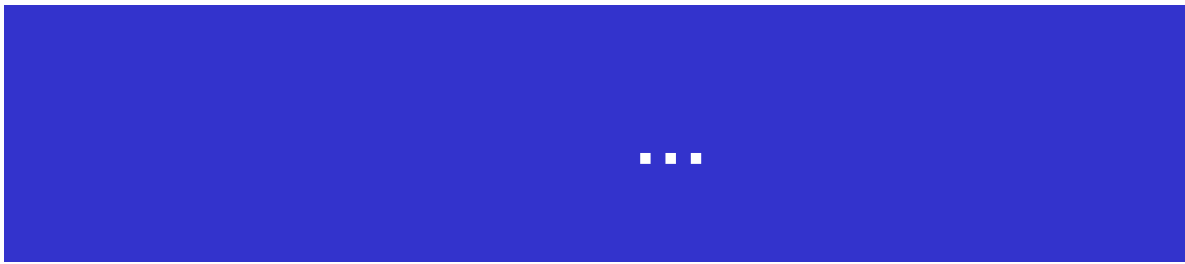
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1.

가

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2.

USP

가

(Point)

3.

가

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Brand

Image/Character

Brand Management

4.

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lead

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1. (Thematic Principle)

가

(Theme)가

(Single minded proposition)

(Key word)

2. (Principle of Distinctive Fit)

‘ , , ’ .

3. (Extension Principle)

, 가 ,
) 가



4. (Combination Principle)

. (wallpaper effect)

가

5. (Principle of Continuity)

가

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“ Concept

Conceptual

Conceptive ”