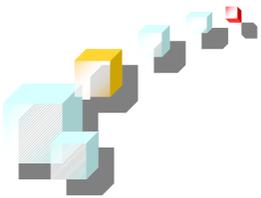


The logo for emars, with 'em' in green and 'ars' in blue.

2003. 1. 28

[www.emars.co.kr](http://www.emars.co.kr)

[\(mjkim@emars.co.kr\)](mailto:mjkim@emars.co.kr)



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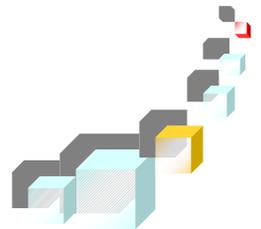
. Big3      Perspective

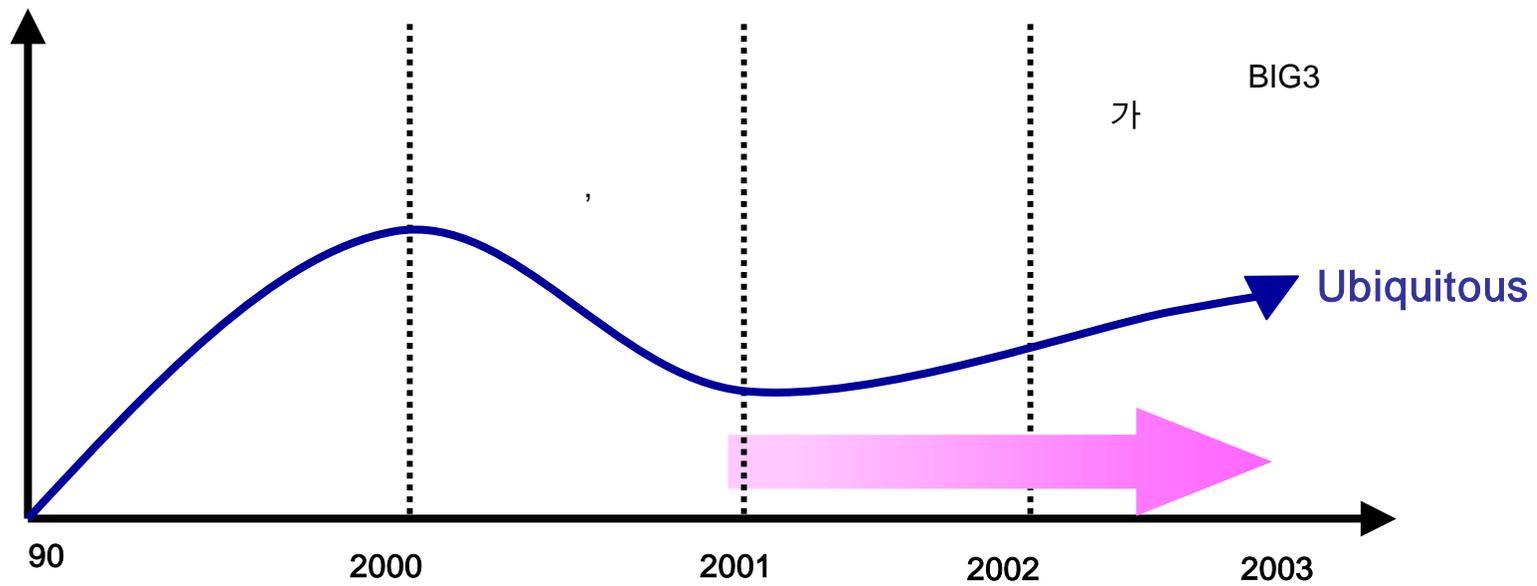
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. Biz Convergence

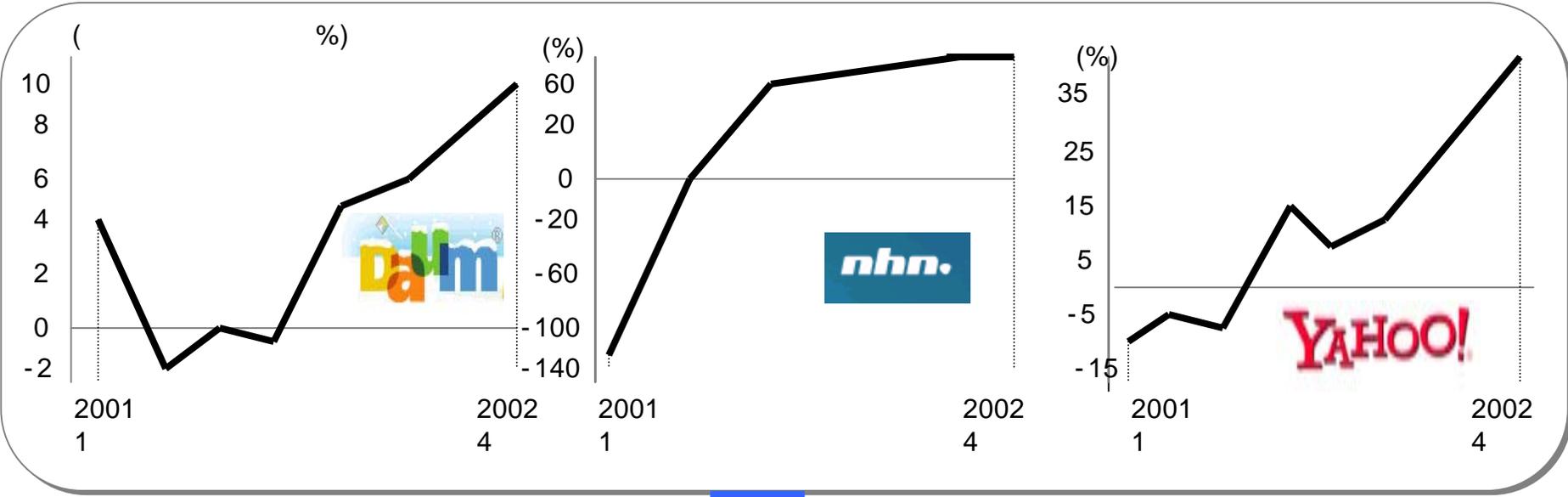
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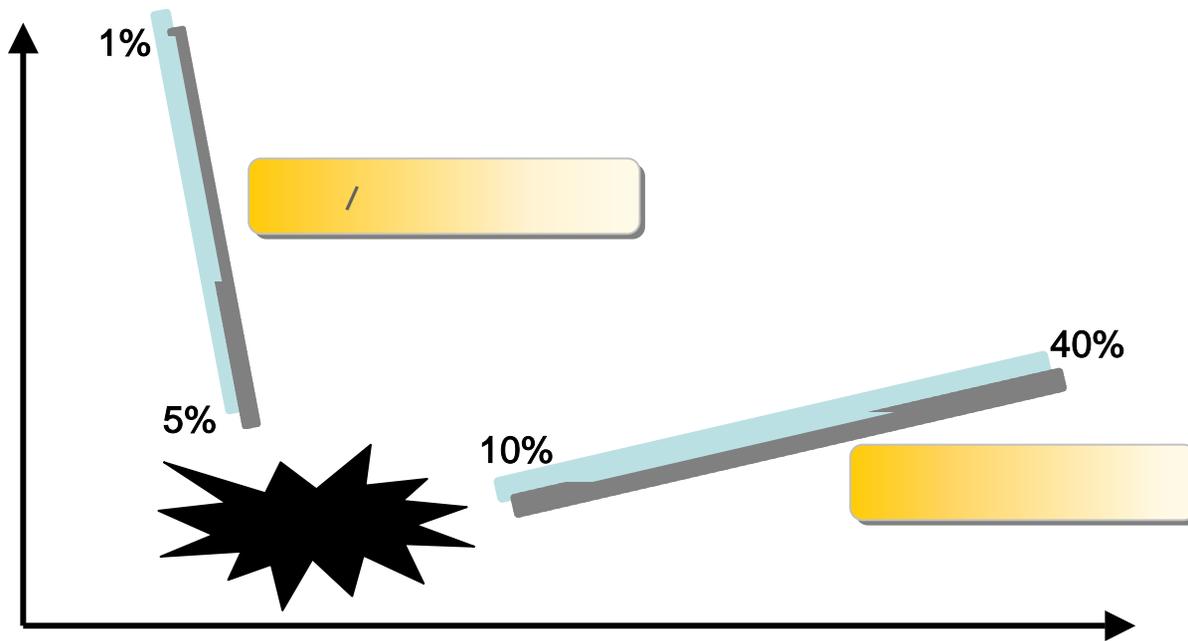
Ex) : (153 )  
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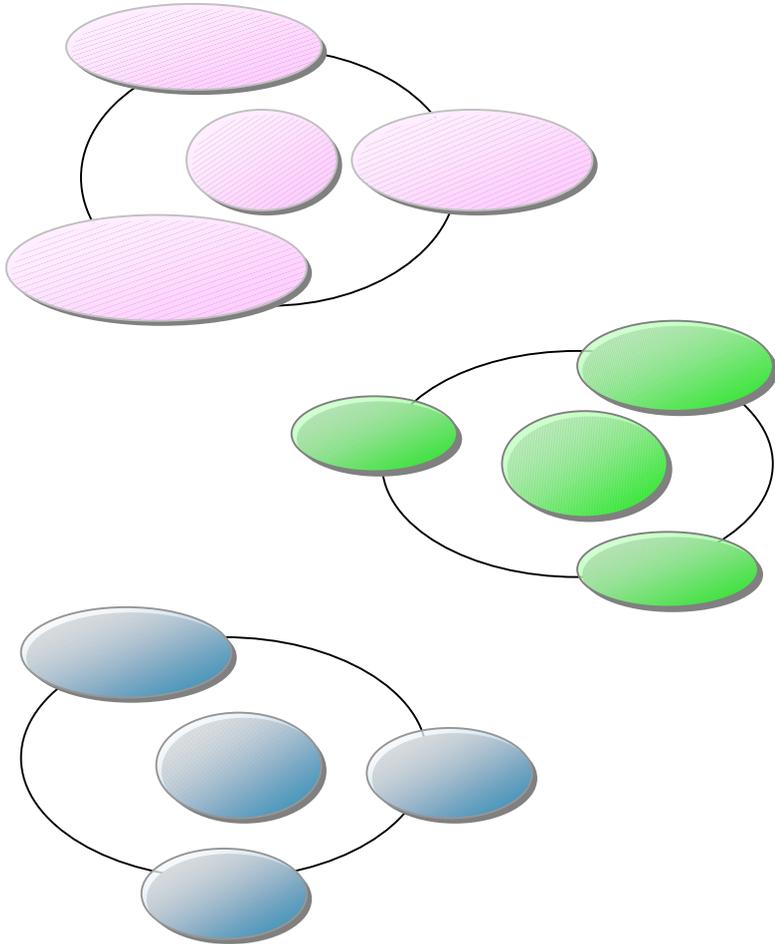
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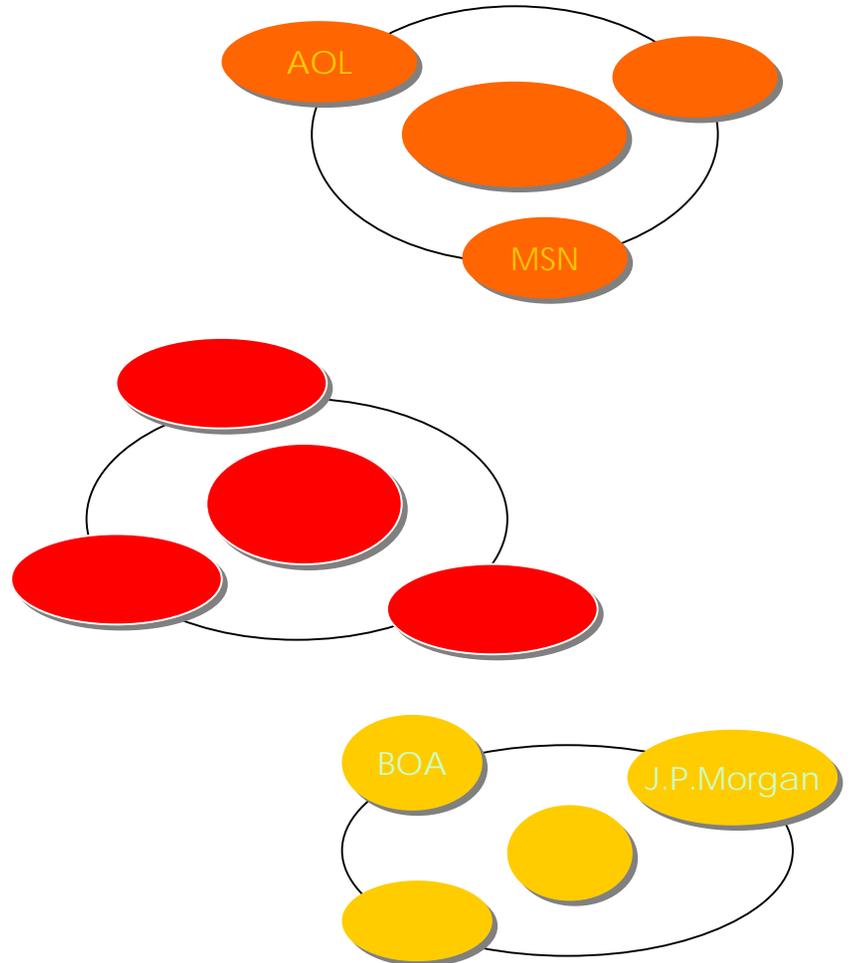
Big 3



Big 3



Big 3





MS가 70% 2

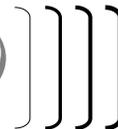


MS가 50~70% , 3



MS가 40% 4

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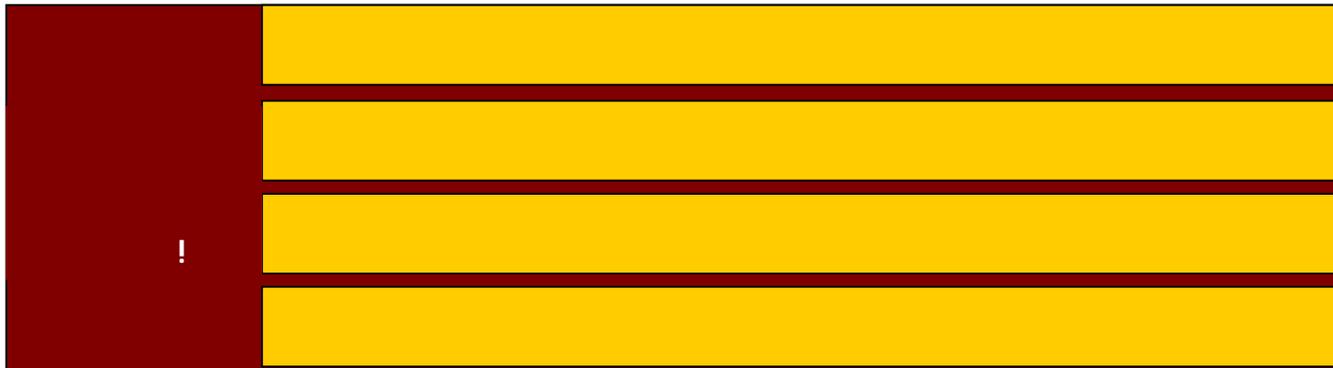
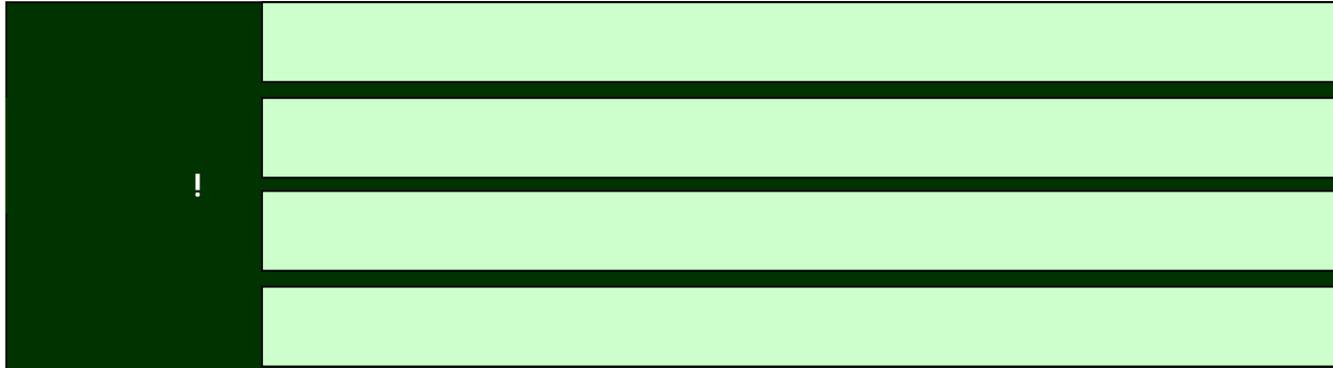
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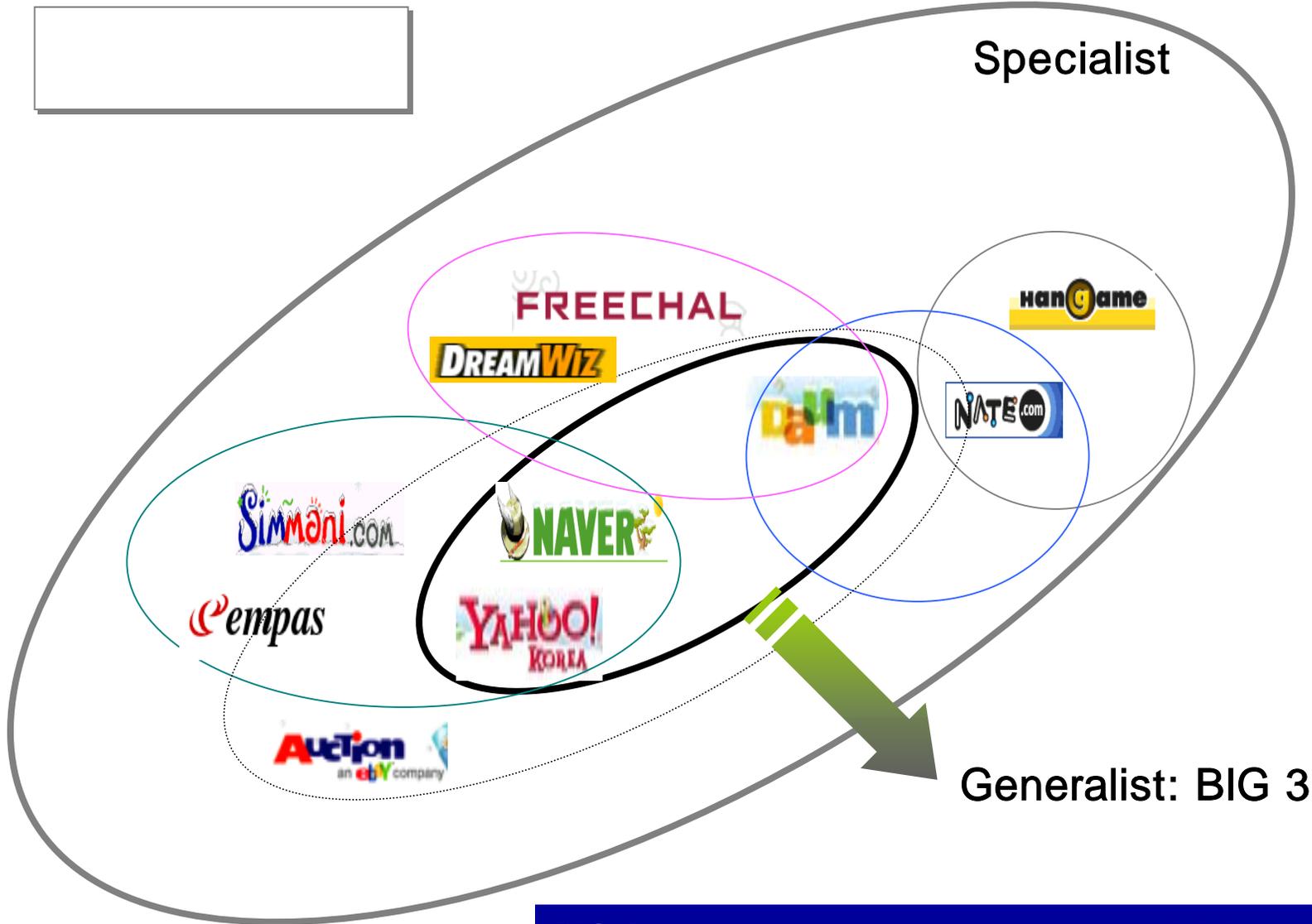
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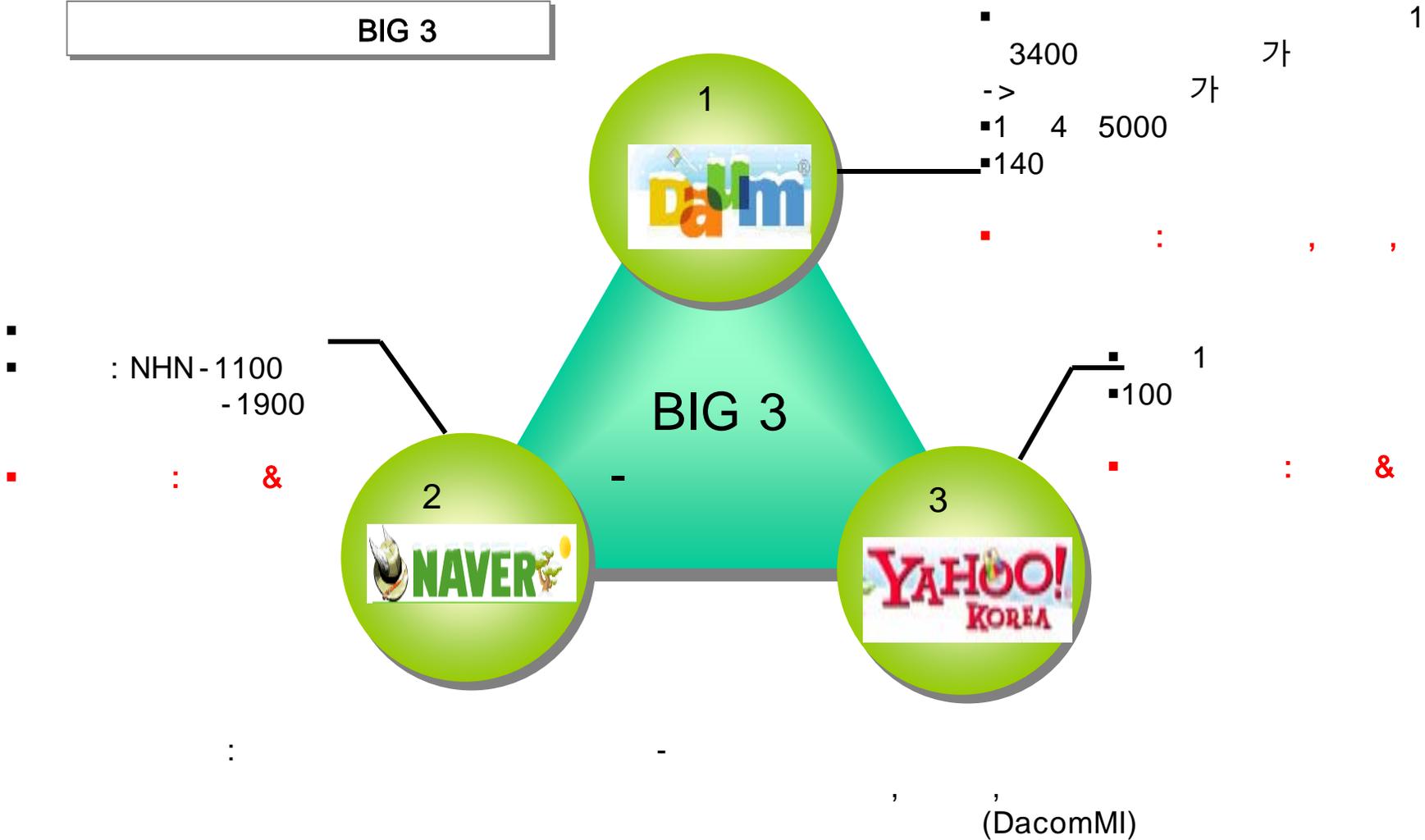




BIG 3

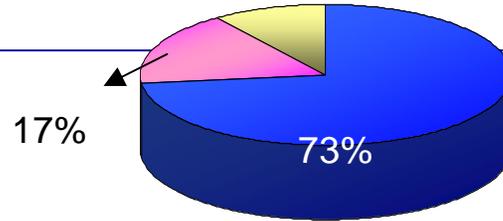
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BIG 3



BIG 3

- DAUM



VIP

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• Demarketing - 3

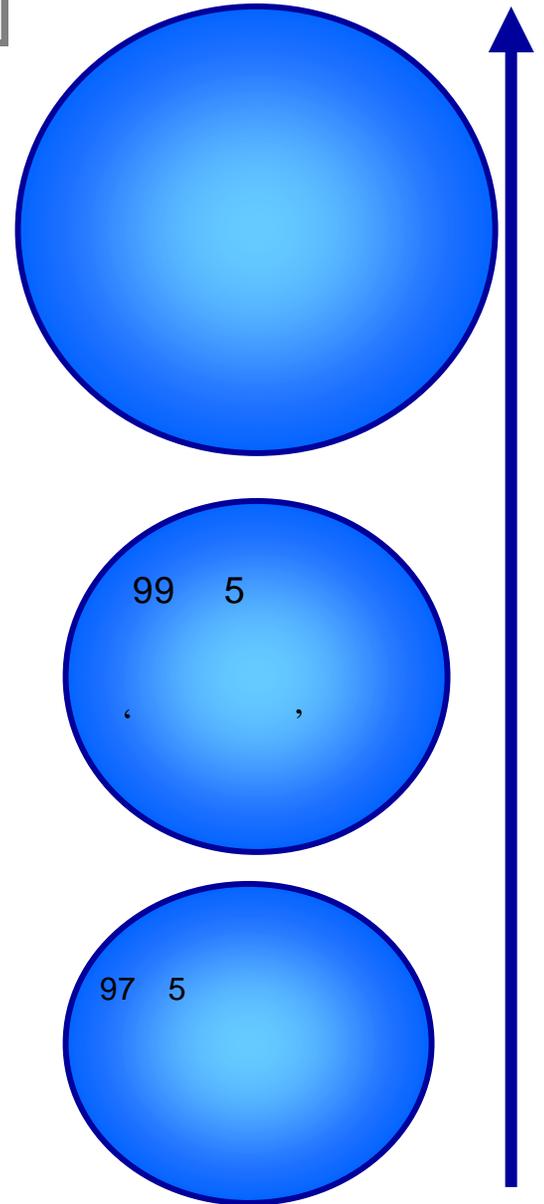
(CRM)

PDA

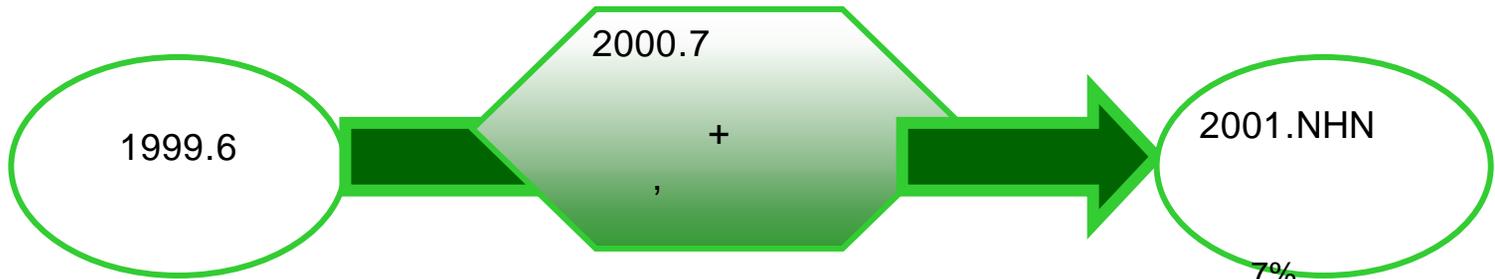
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ASP

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- NAVER



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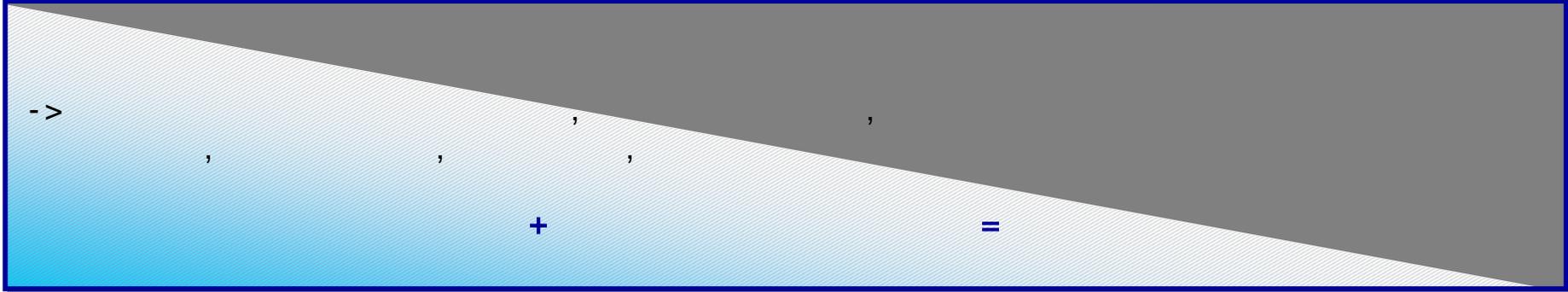
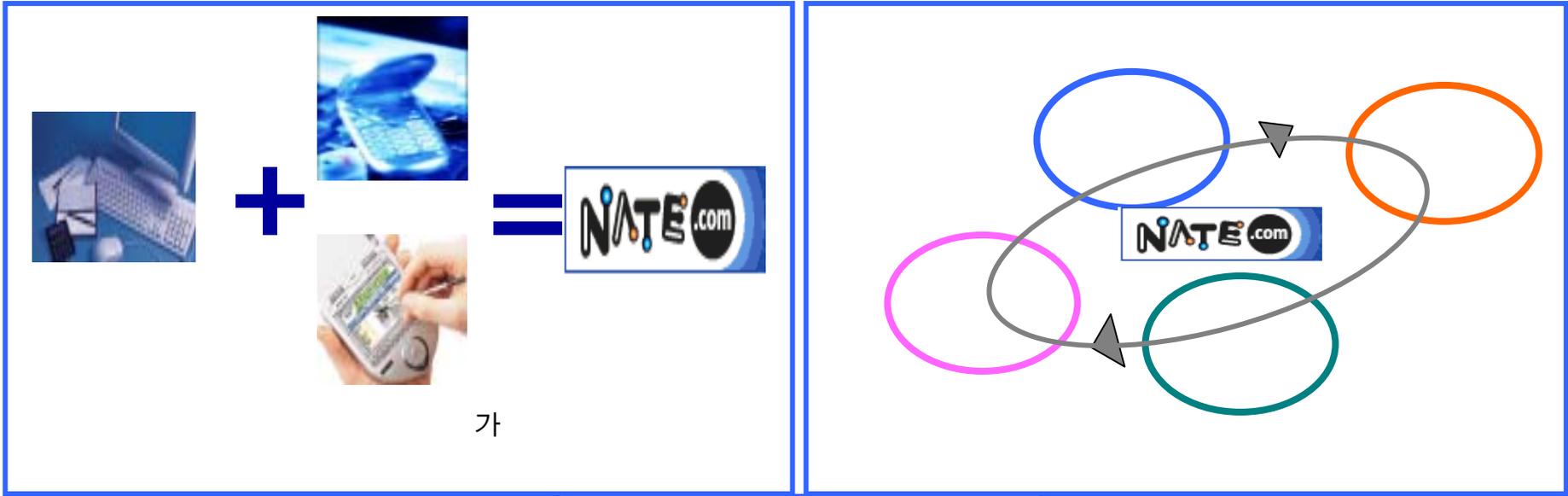
47%

26%

19%

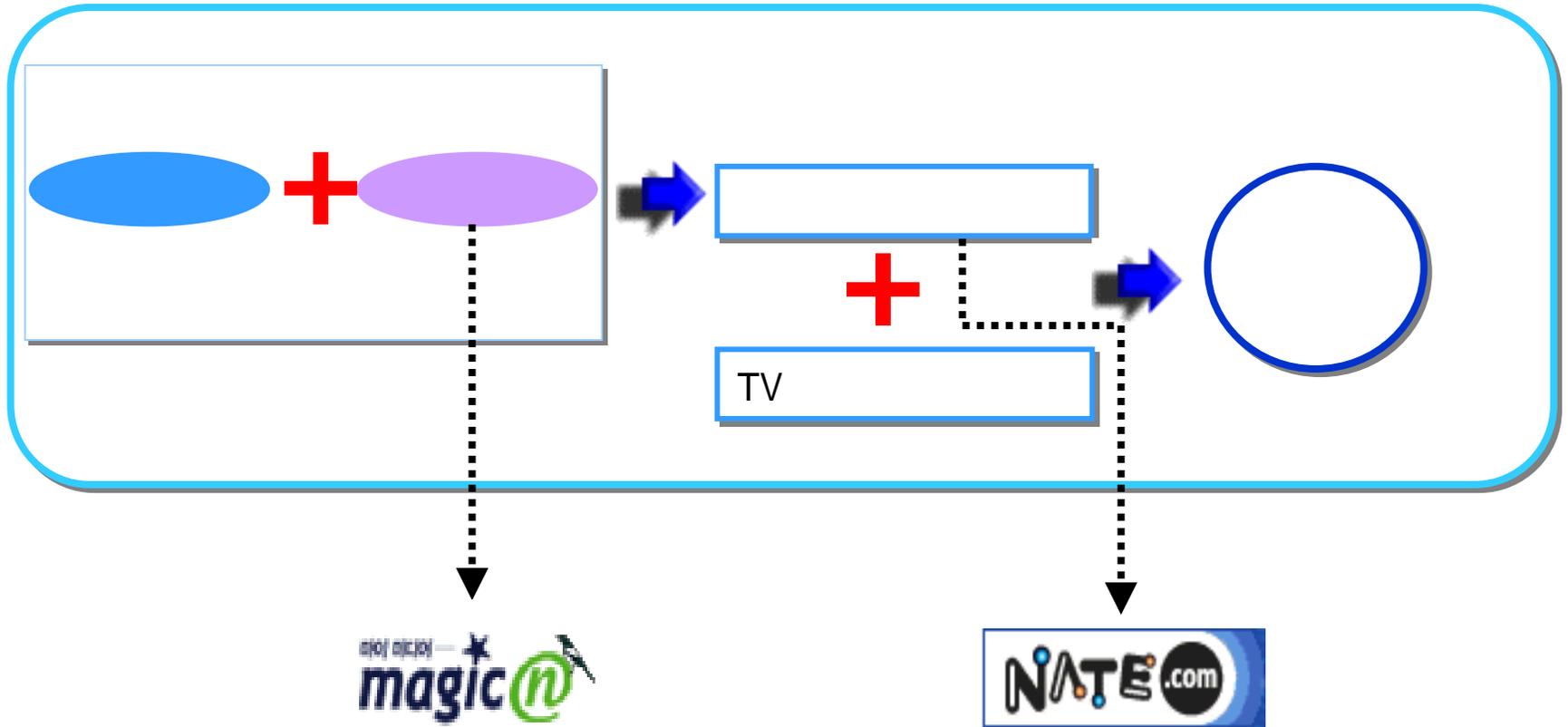
**Demarketing: 6**  
**VIP marketing:**

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### III.

2003



# IV. Biz Convergence

Biz Convergence ?

IT

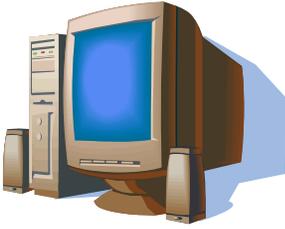
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<Convergence >

가

- D-TV
- PC,
- 가
- VCR, AV



- 
- PDA
- LAN



Internet



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- AV



# IV. Biz Convergence

## Biz Convergence

- : SK
- Telematics: ,
- : , LG ,

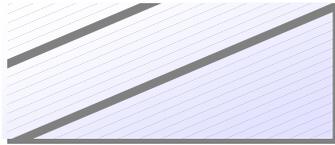
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Convergence

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# Marketing Strategy



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V.

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(demarketing)

McDonald's

(demarketing)

McDonald's

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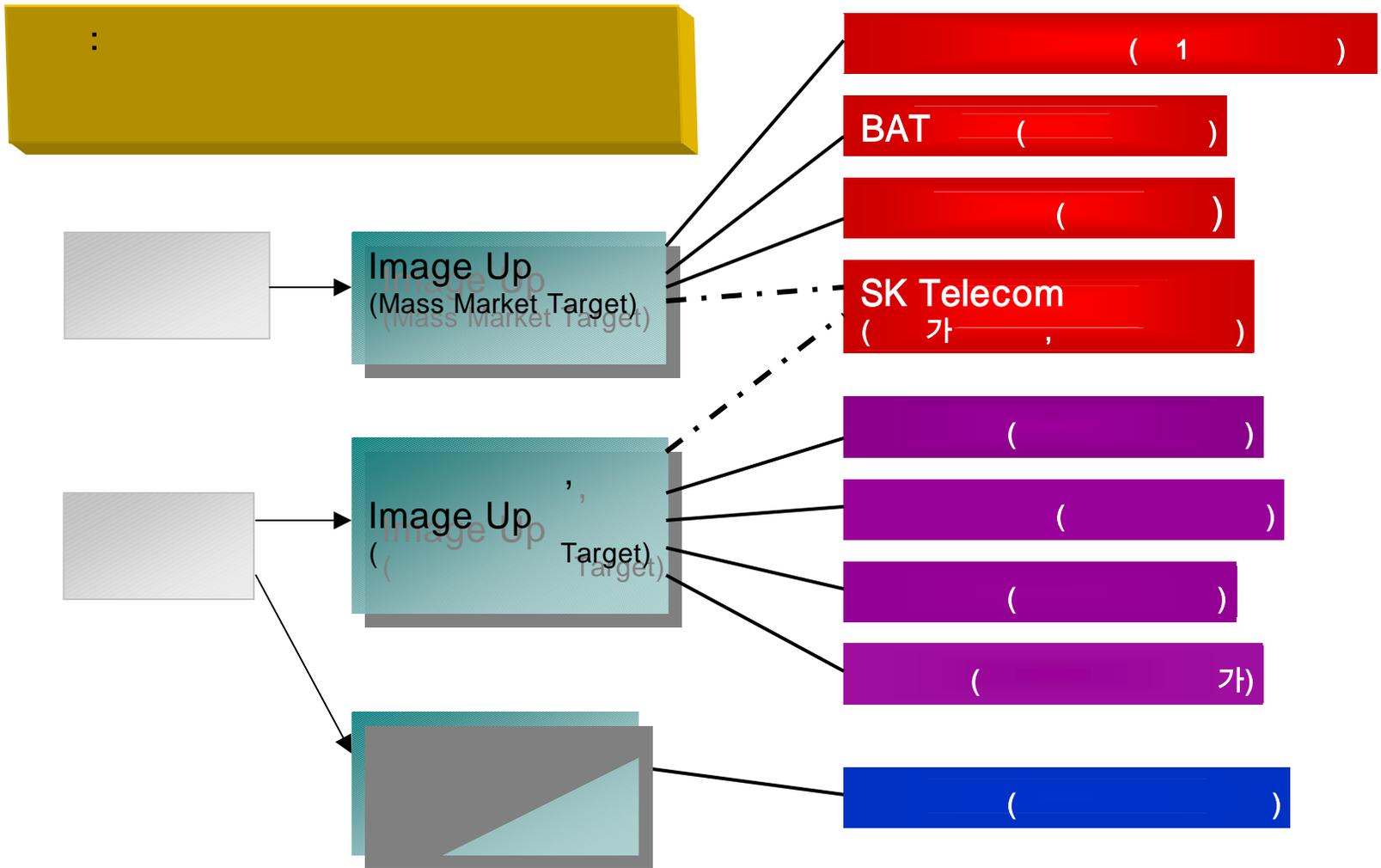
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: Are you crazy?

: Absolutely not!





V.

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[Empty box]

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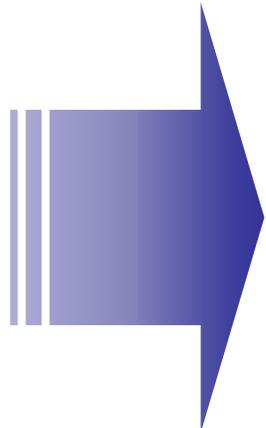
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3. SBSi

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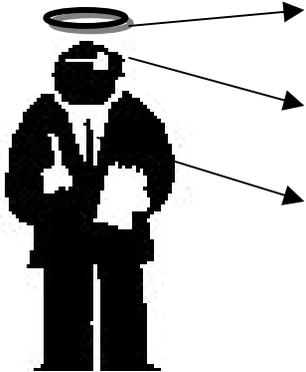
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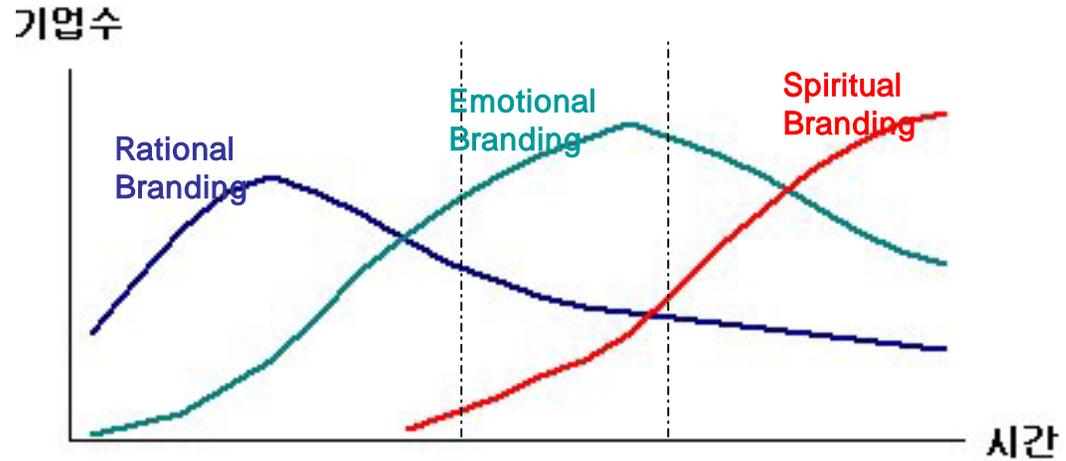


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<브랜딩의 3단계>



Avon

- Avon
- Fortune 500



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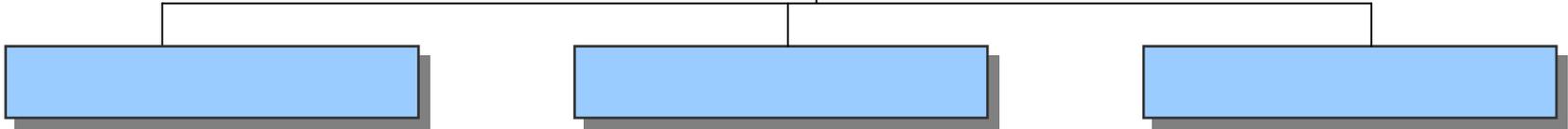
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Avon Breast Cancer Crusade

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2002



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knowhow, radioroh.com  
tvroh.com  
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(Virus marketing)

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· , TV



Statement

VS

Story

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OPEN MIND.

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· 2003 1 11  
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### Virus Marketing

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 A . A  
 MSN  
 가 “ ” ... “ ...”  
 “remember” “ ... “remember”  
 A “remember”  
 (ps) MSN “remember” MSN “.....”

# VI.

Generalist VS Specialist

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Business Convergence

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