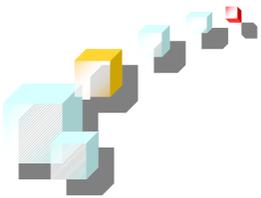


The logo for emars, with 'em' in green and 'ars' in blue.

2003. 1. 28

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

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



.

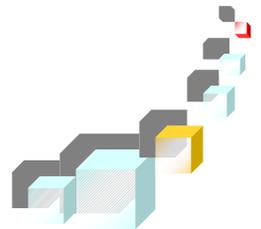
. Big3      Perspective

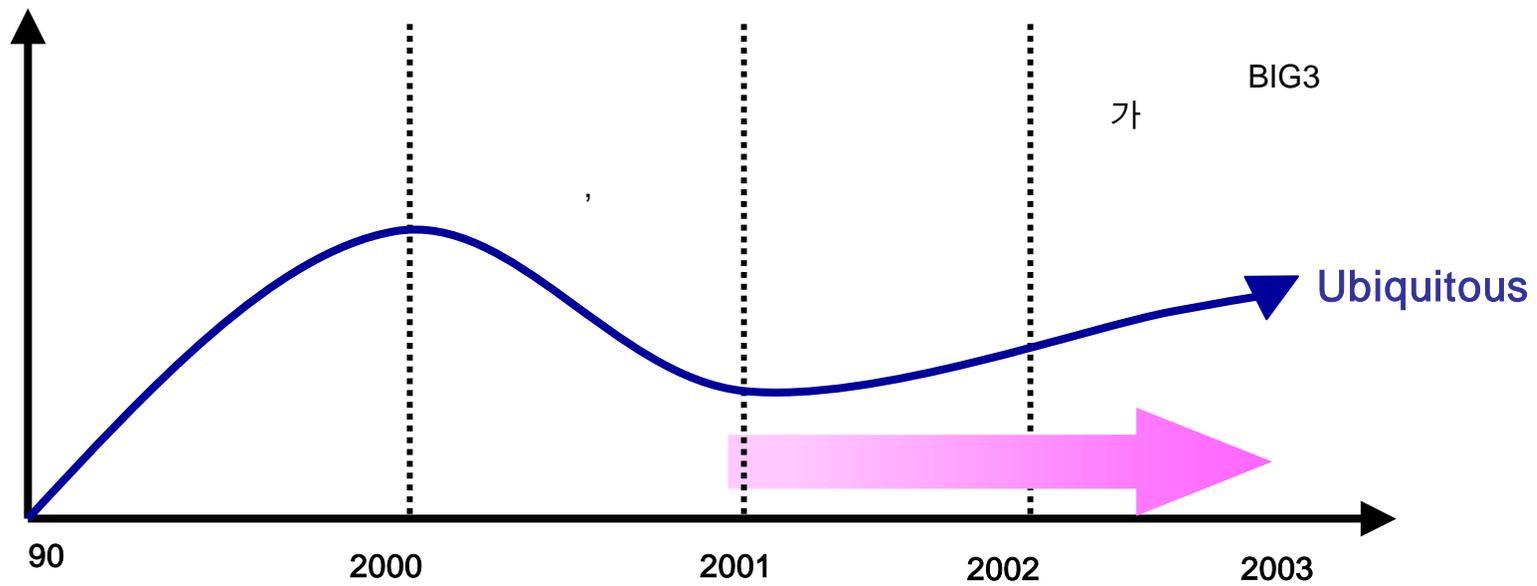
.

. Biz Convergence

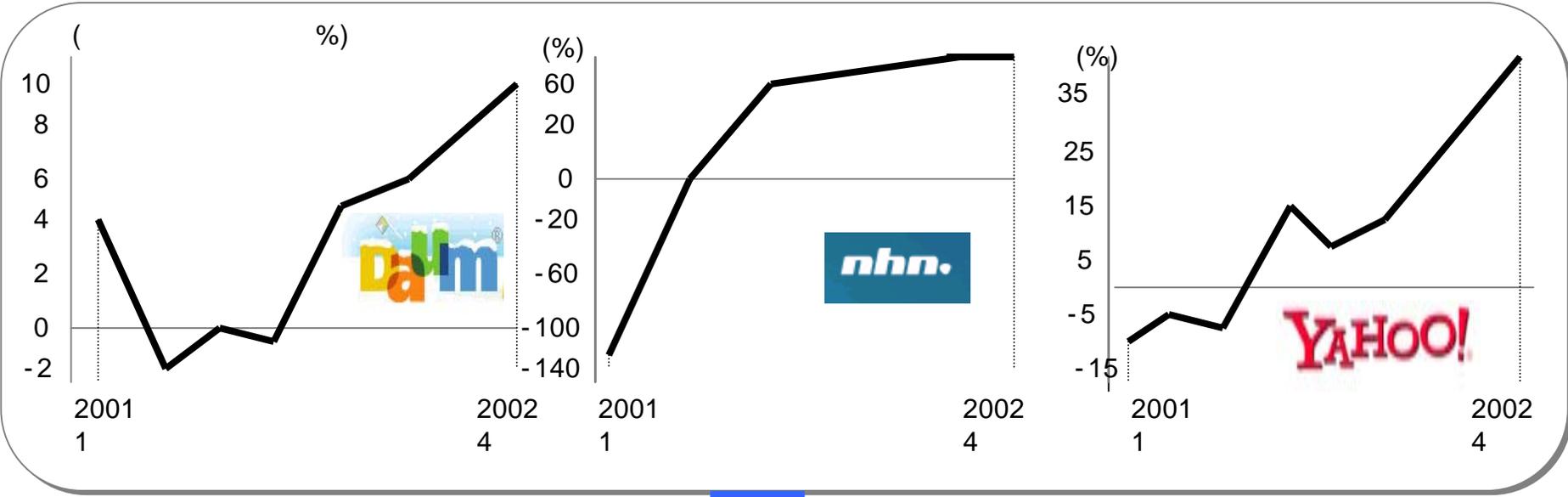
.

.





, NHN



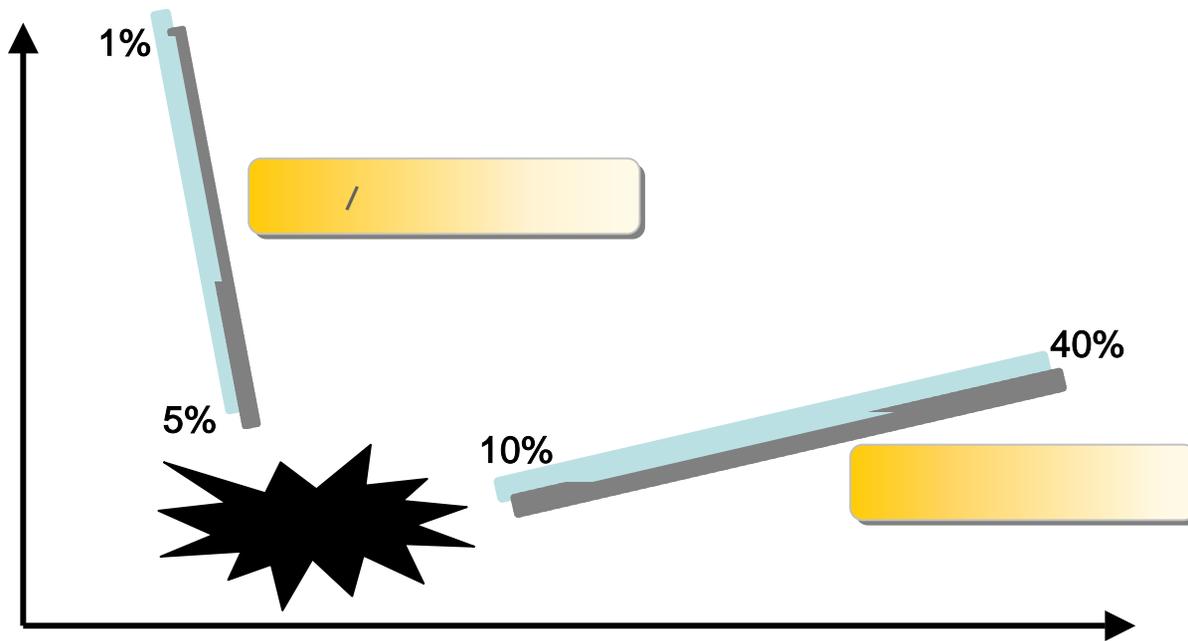
Ex) : (153 )  
 : (1,641 ), (400 ), (211 )

1. 가  
 2. 가  
 3. 가  
 4. 가

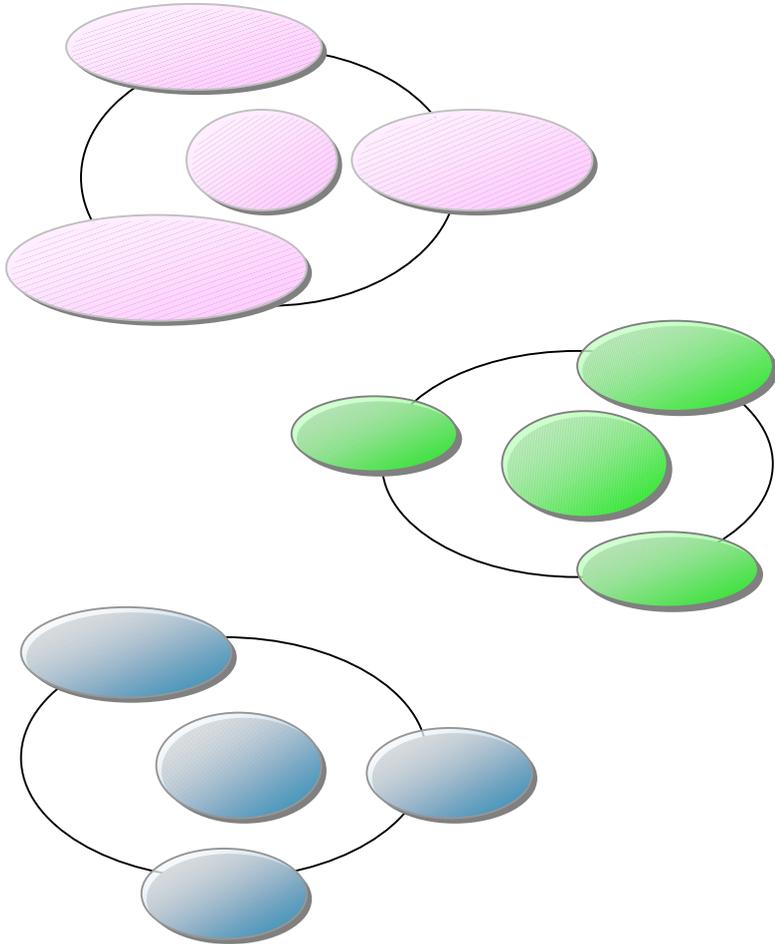
[ 3 ] ,

3

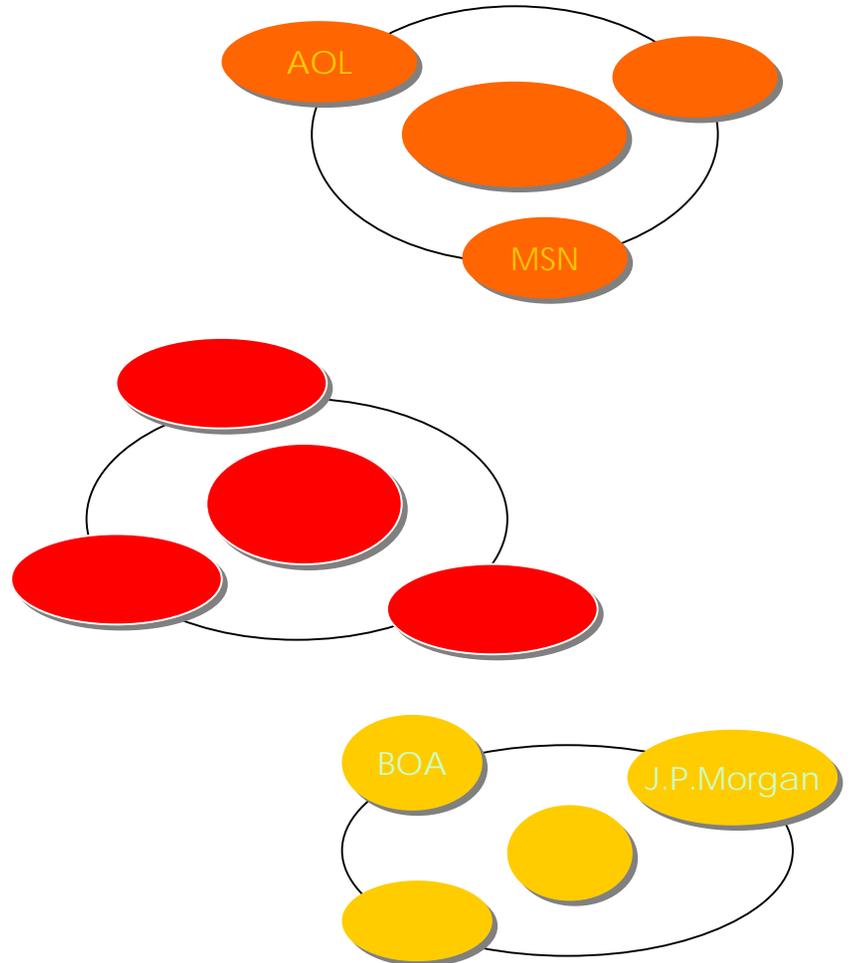
Big 3



Big 3



Big 3





MS가 70% 2



MS가 50~70% , 3



MS가 40% 4

가



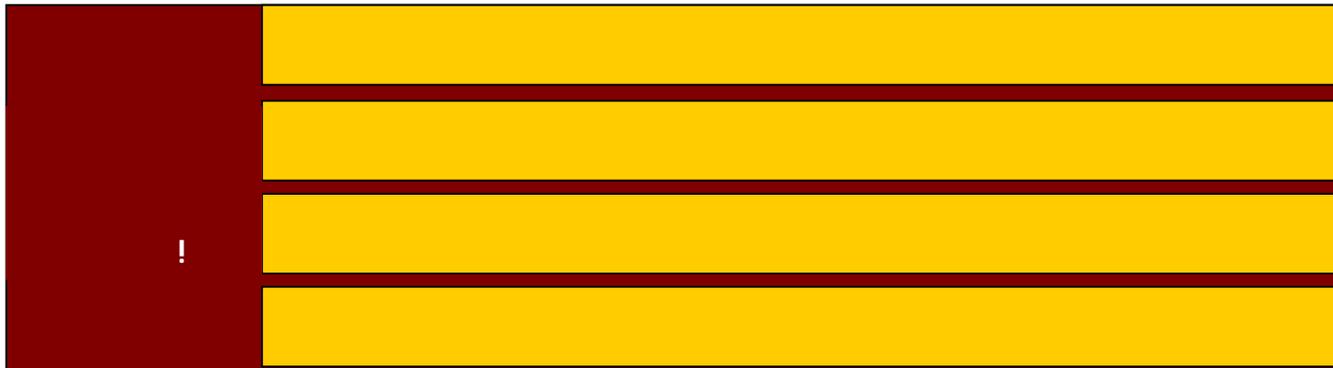
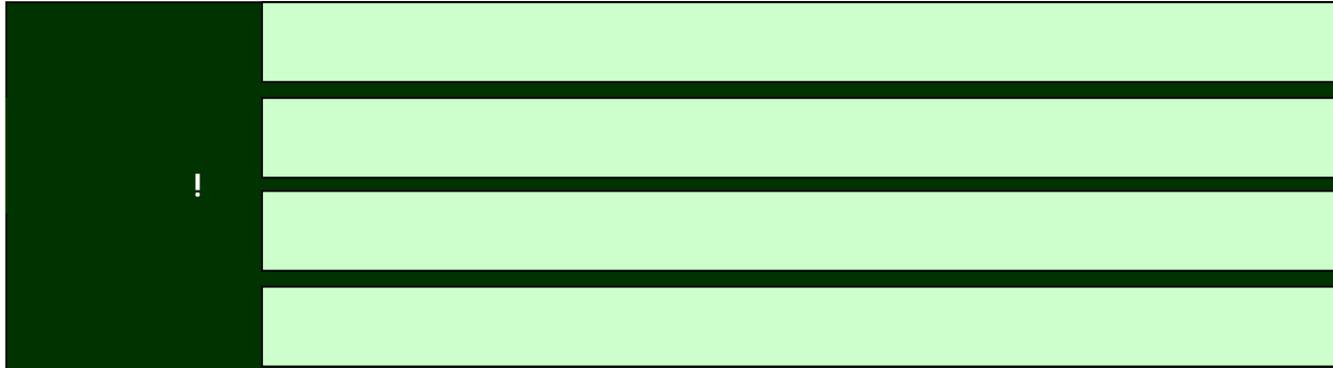
1

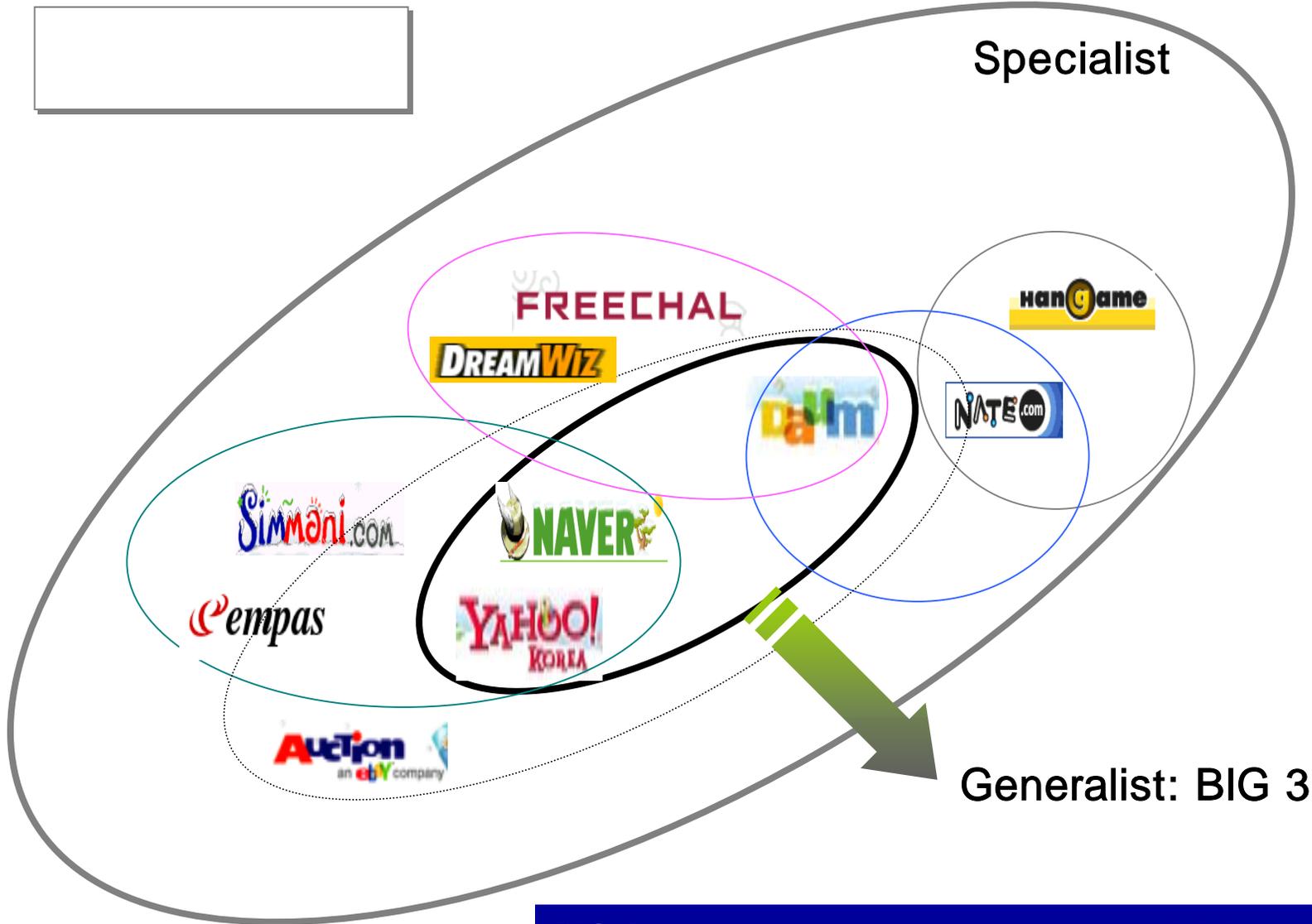
!	가 ( )
	가

2

!	가
	1
	.

3

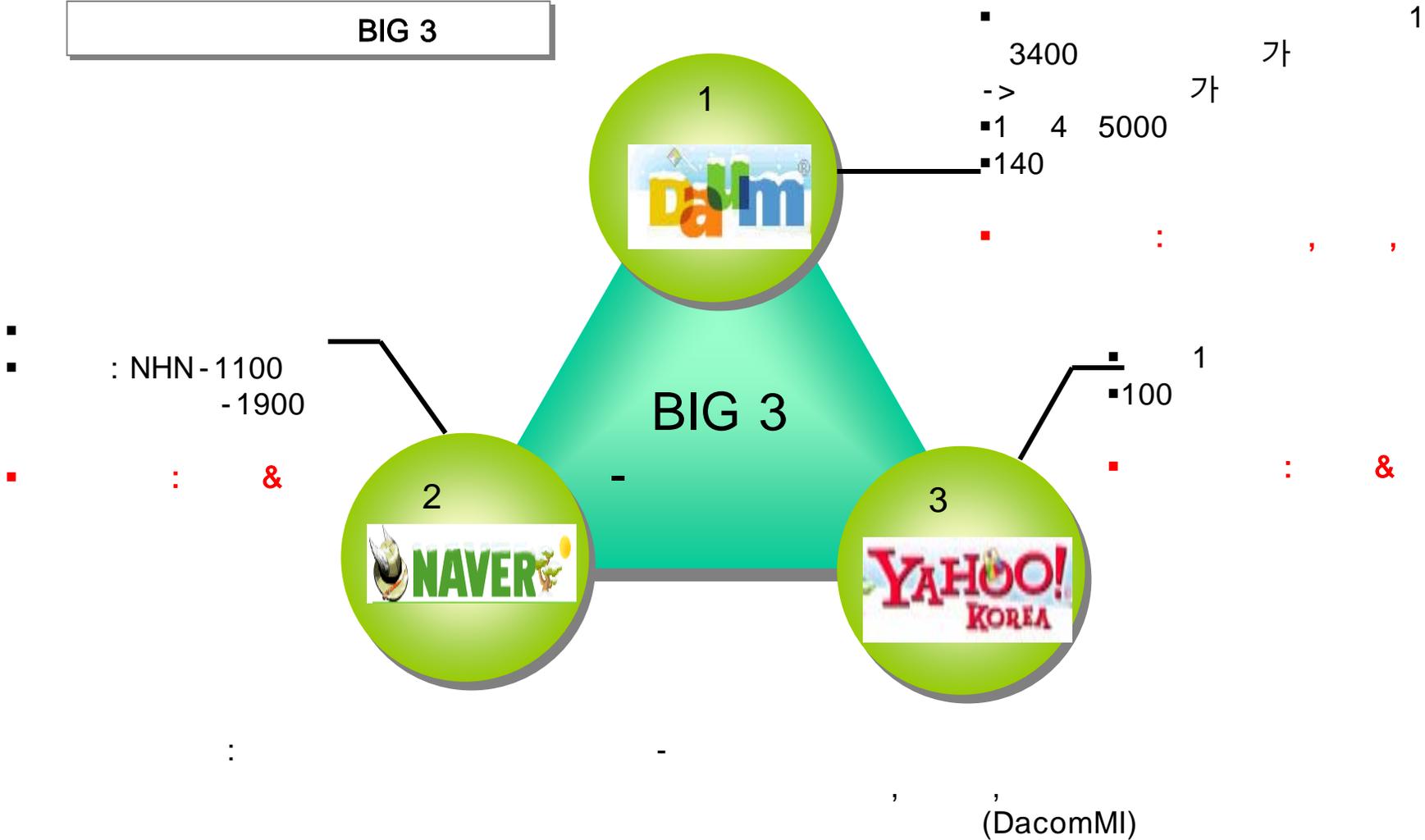




BIG 3

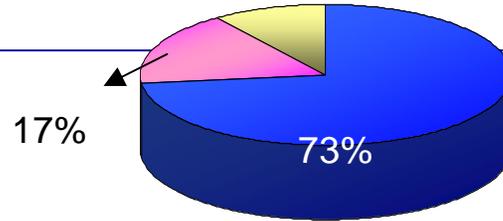
Niche

BIG 3



BIG 3

- DAUM



VIP

, 가

• Demarketing - 3

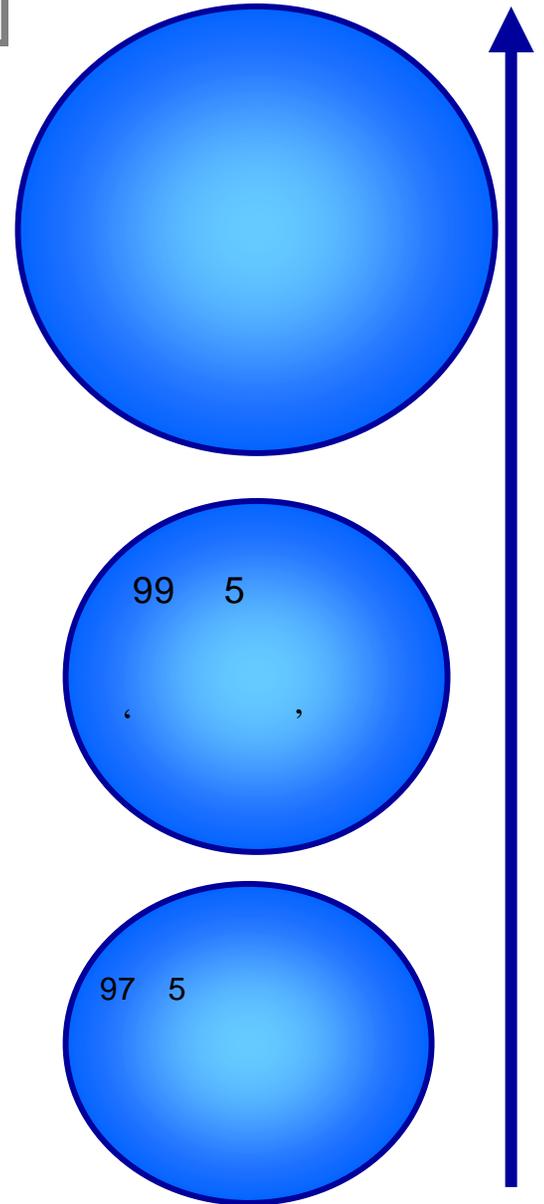
(CRM)

PDA

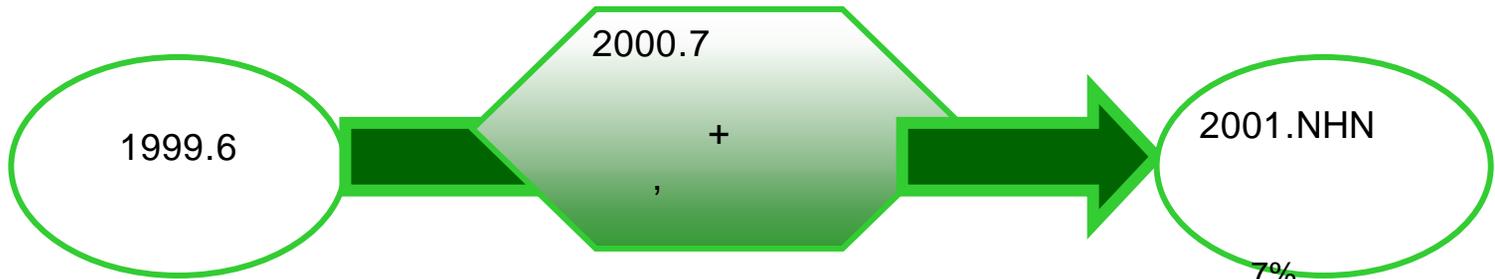
, MMS

ASP

3



- NAVER



- - 66%
- - :KTF
- - e & ID '가 가
- - '가 가
- - : ,

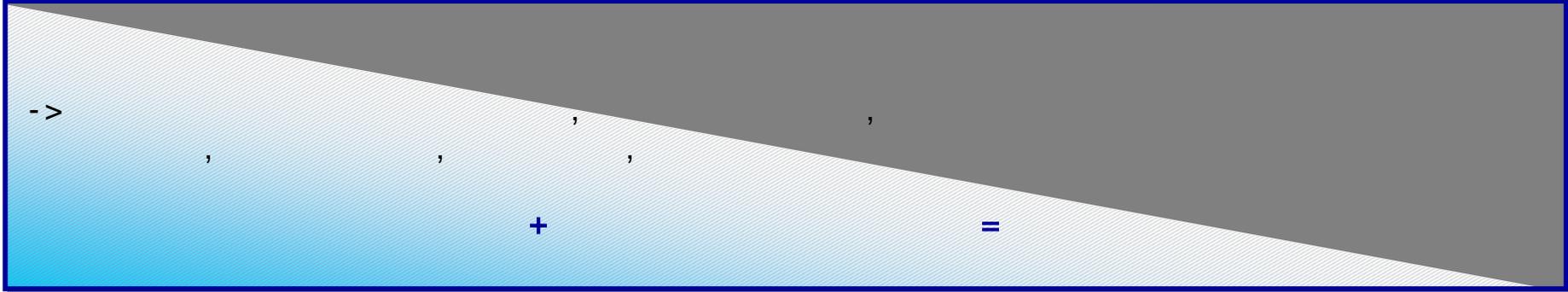
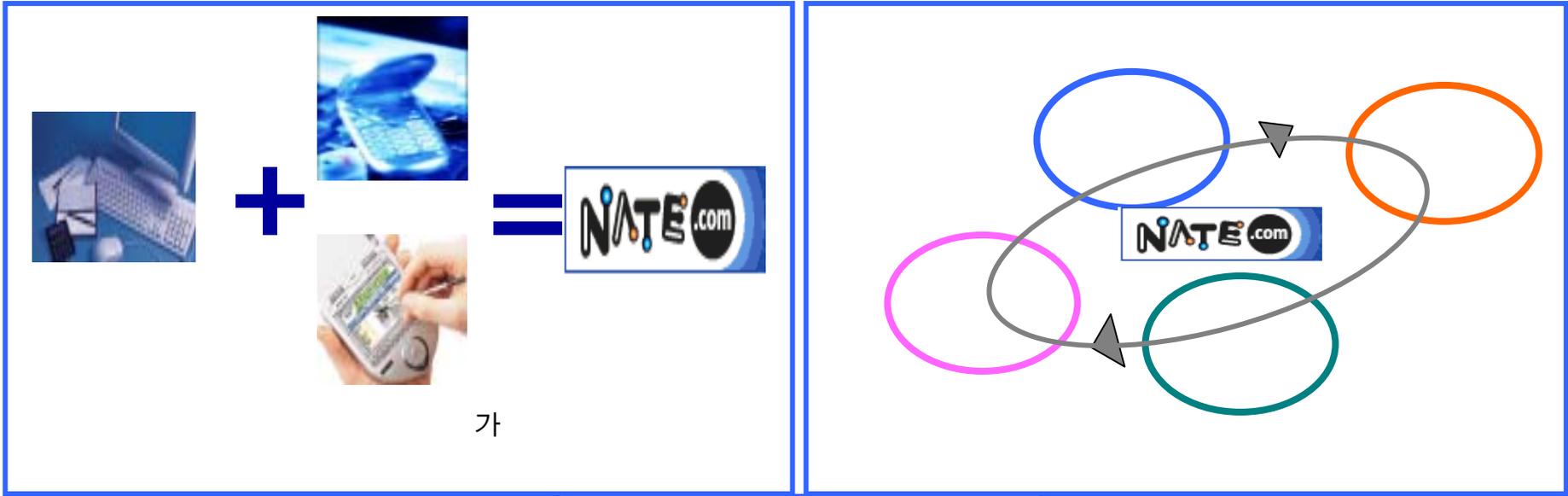
47%

26%

19%

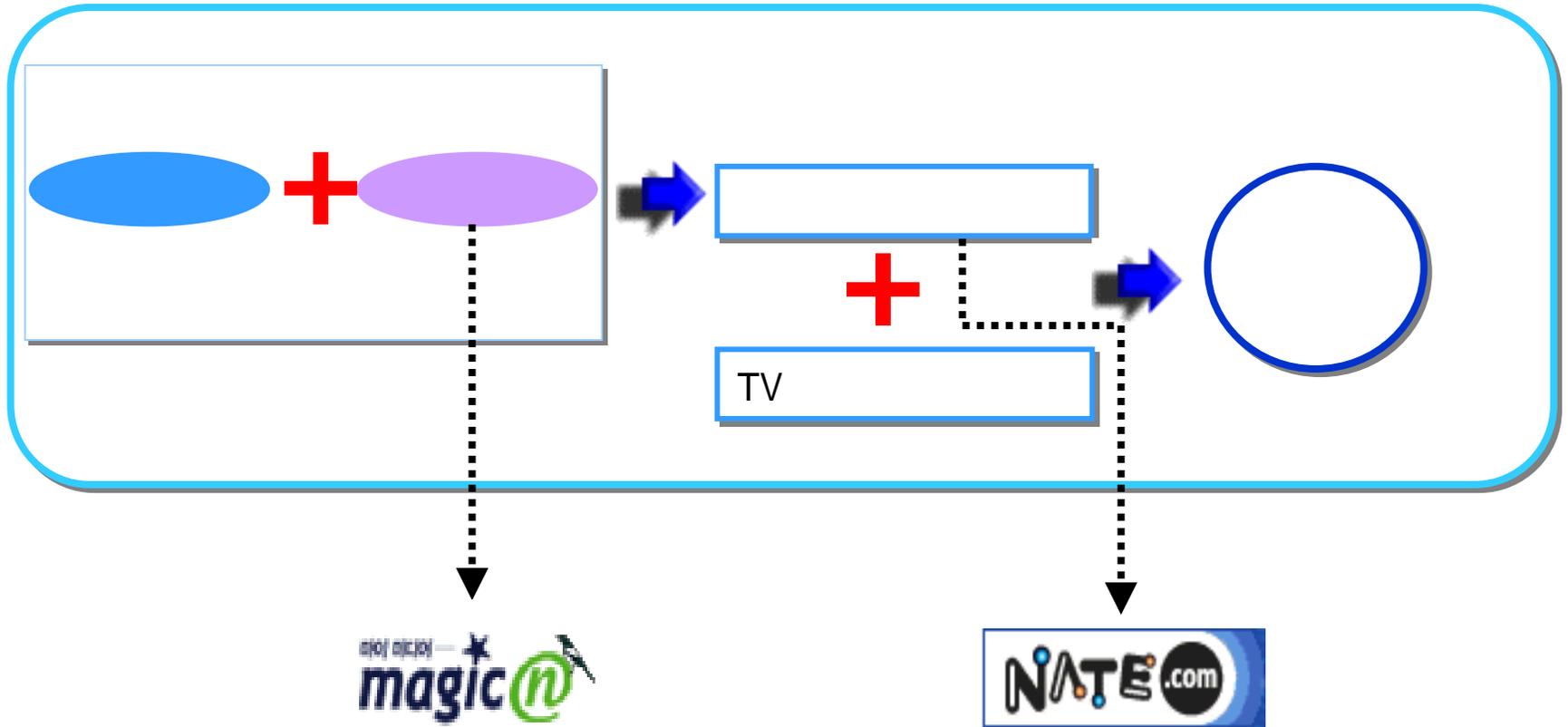
**Demarketing: 6**  
**VIP marketing:**

-



### III.

2003



# IV. Biz Convergence

Biz Convergence ?

IT

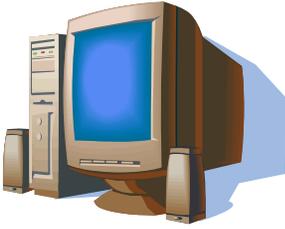
(

)

<Convergence >

가

- D-TV
- PC,
- 가
- VCR, AV



- 
- PDA
- LAN



Internet



- 
- 
- AV



# IV. Biz Convergence

## Biz Convergence

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

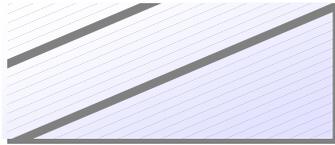
>>

Convergence

<<



# Marketing Strategy



- or  
-  
-



- 가  
가



V.

-

(demarketing)

McDonald's

(demarketing)

McDonald's

“

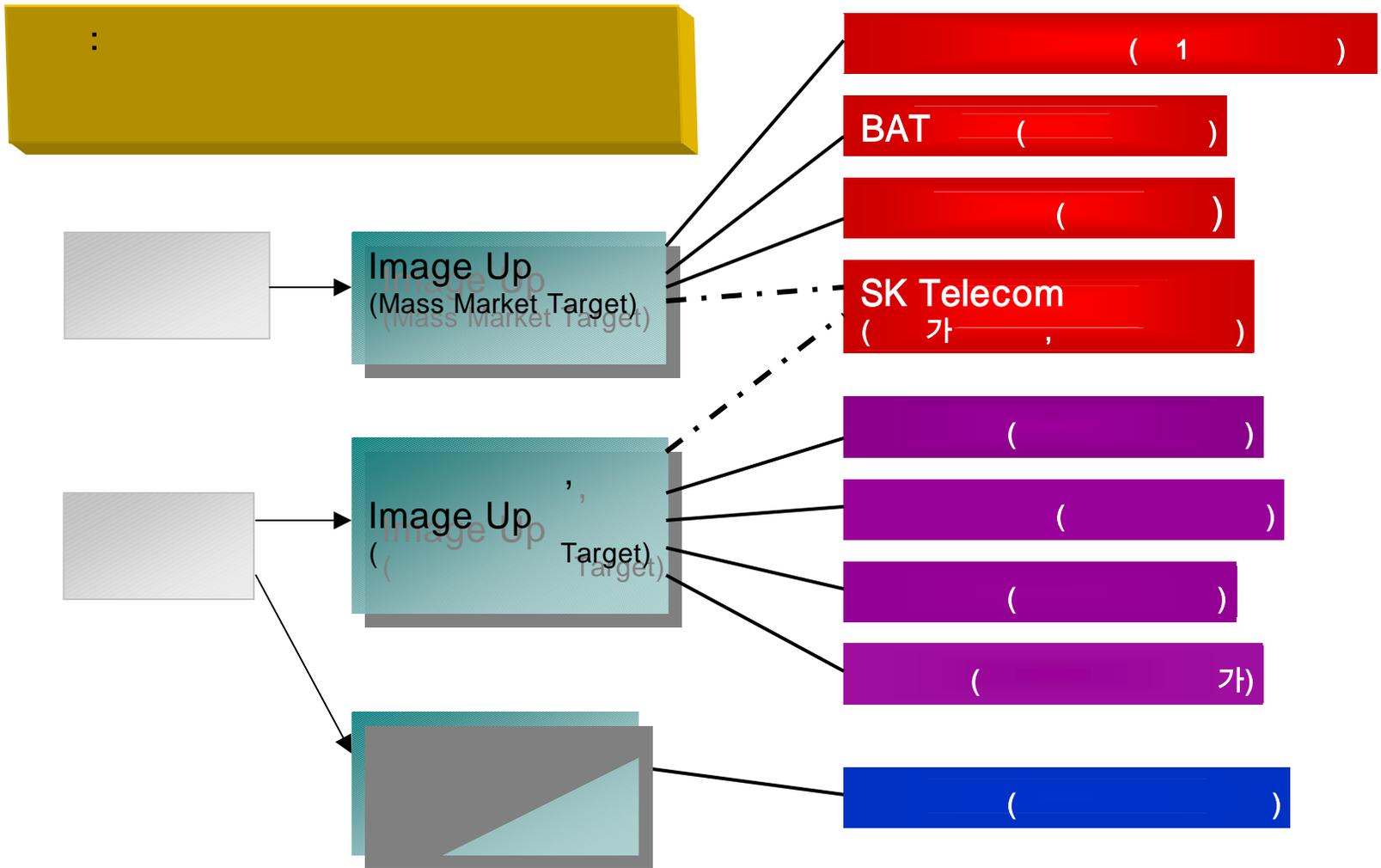
1

~”

: Are you crazy?

: Absolutely not!





V.

-

[Empty box]

?, , !!

1.

→ , , ID ,

2.

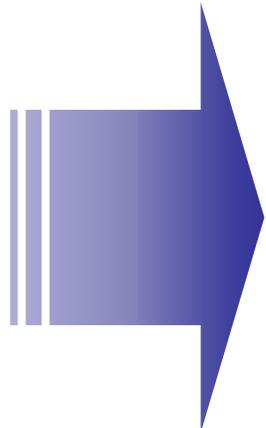
→

3. SBSi

→ /가

4.

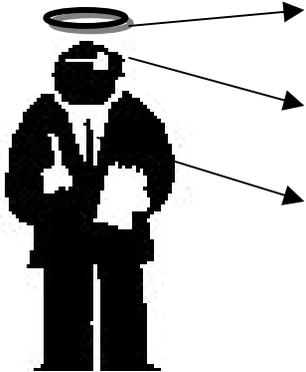
→ , /



- 
- 
- 

가

/

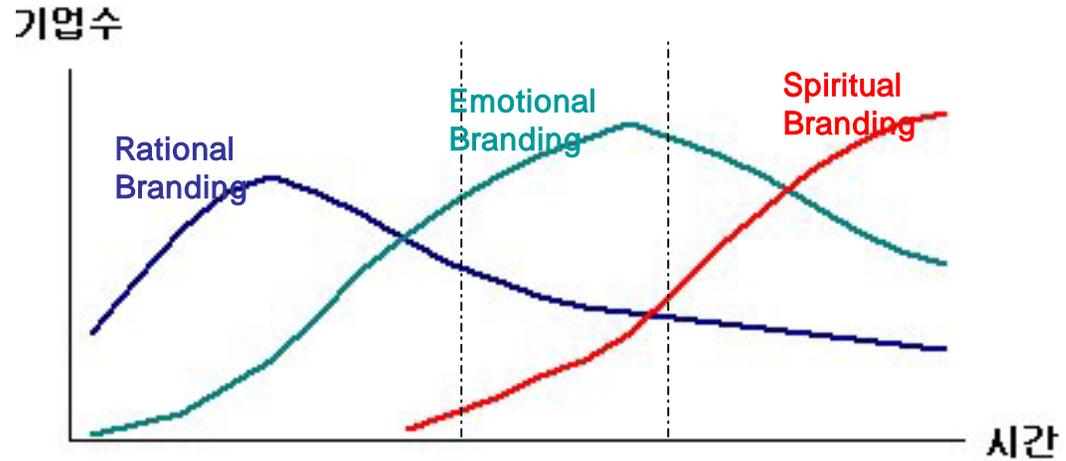


( ) ( , , , )

( , )

( , , )

<브랜딩의 3단계>



Avon

- Avon
- Fortune 500



- 
- 
- 



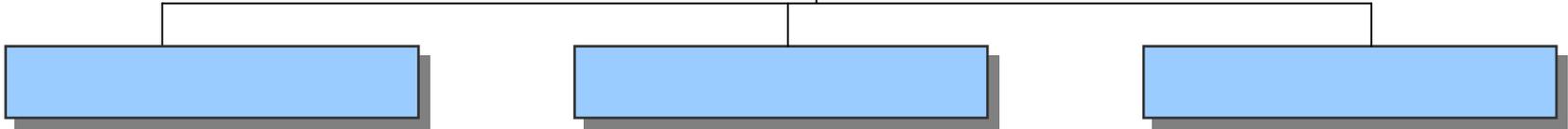
- , / , 가
- 
- 
- 4



Avon Breast Cancer Crusade

- , /
- 
- 
-

2002



· , ,  
knowhow, radioroh.com  
tvroh.com  
가  
· ( )

·  
·  
·  
(Virus marketing)

-  
· , TV  
· , TV



Statement

VS

Story

( )

( )



MIND

OPEN MIND.

가

!



· 12 23  
 가 . . , ?

· 2003 1 11  
 ... , ! ...

### Virus Marketing

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

# VI.

Generalist VS Specialist

!!!

!!!

Business Convergence

!!!

!!!

!!!

!!!