



Racegame.co.kr

Master Plan

2001. 3



1.

2.

3. 1

4. 2

5. 3



Inside in - IMC Mktg

Outside in - Mass Com

Expand Usage

- DB
- (,)
-
- (IMC)
- E-mail, CD Tool

-
- (Ogame-net, SBSi, iTV)
- Publicity
- (,)
- Co-op promotion
- Online Mktg (a-mail)

-
-
- (,)
-



- in : IMC, Out : TOP through Masscom

2. Inside in - IMC

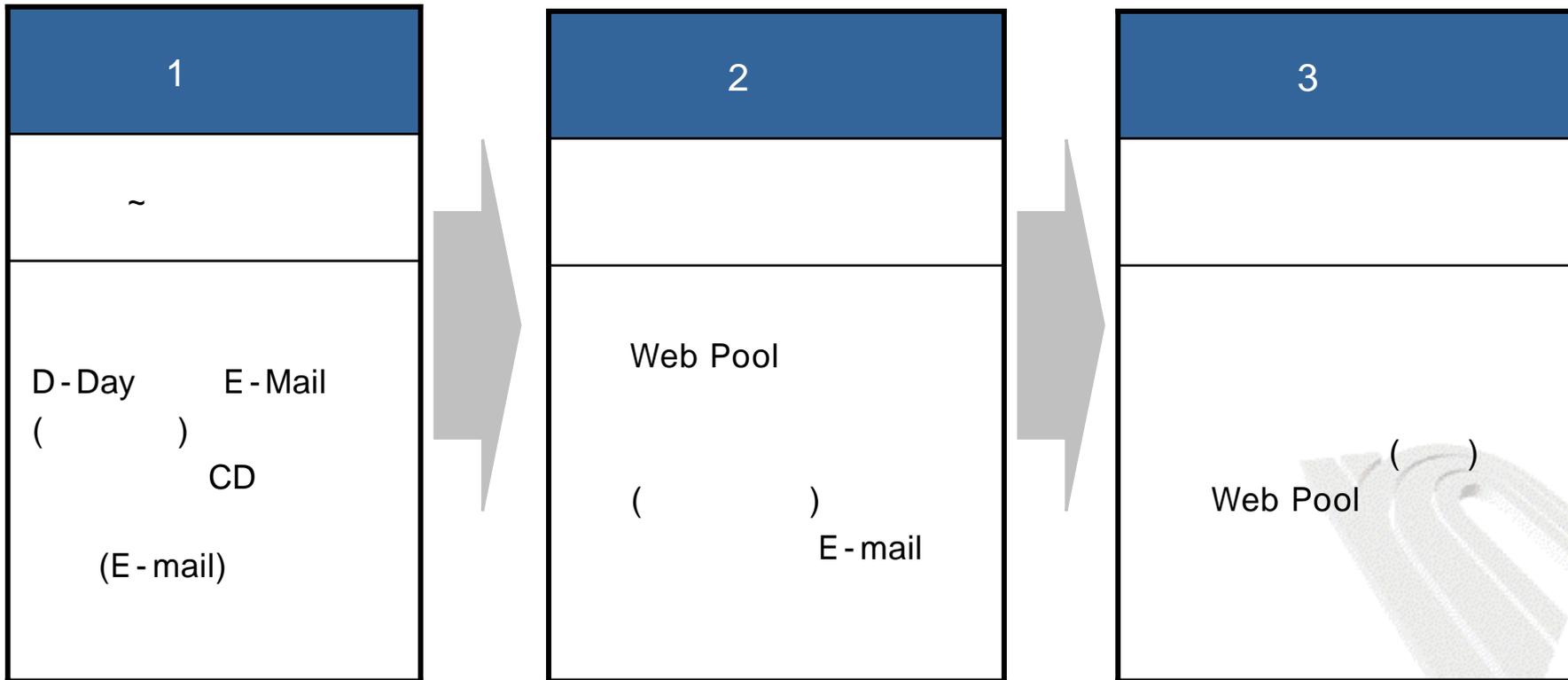


	Type		Point
	,	,	3D
	, KUF,	1	!
RPG	,	,	()
	(, ,)	2	

IMC

		Concept	Tool
DM	Main Tool 3 (Pre, Open, After)		E-Mail DM (, , CD/)
	(CD ,)	가	CD-ROM, Pool
	(20%), ,	가	E-Mail

2. Inside in - IMC



3. Outside in - Masscom



PLAN

Broadcasting	1. , MBC 2. SBSi, iTV, E-channel, MBC	
Publicity	1. : / / / , ,	
Promotion	1. - (POP, CD,) 2. - (,)	
Advertising	1. 2. 3. 4.	

Broadcasting & PR

Release	<ol style="list-style-type: none"> 1. CD-ROM, PR Kit 2. SBSi, iTV, E-channel, MBC 3. , 	
Publicity	<ol style="list-style-type: none"> 1. PC , 2. Tie-in CD-ROM (PC CD - PC) 3. , Press Release () 	
	<ol style="list-style-type: none"> 1. H-Information 2. , CATV, TV 	
	<ol style="list-style-type: none"> 1. 	

Promotion & Ad

Off line Event	<ol style="list-style-type: none"> 1. (,) 2. 4,5 3. PC 4. 	
On line Event	<ol style="list-style-type: none"> 1. 2. PC 3. "Gamemaster" _ 	
SP	<ol style="list-style-type: none"> 1. , CD 2. , CATV, TV 	
Contest	<ol style="list-style-type: none"> 1. (1 ,) 	

