



e

2000. 9. 22

LG

jsyeo@mail.lgeri.co.kr



I. e

가?

II. e

1. e

1) e

2) e

3) e

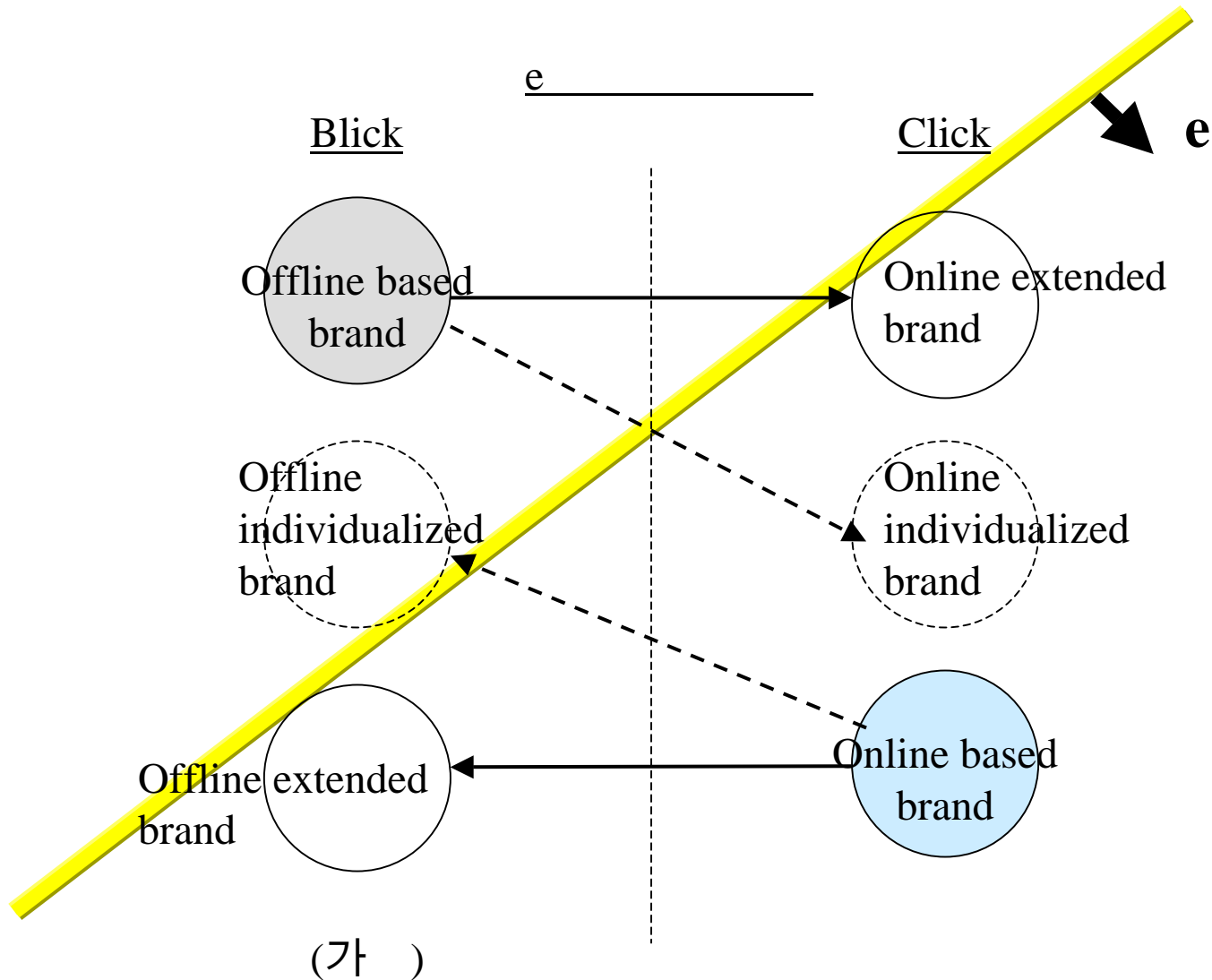
2. e

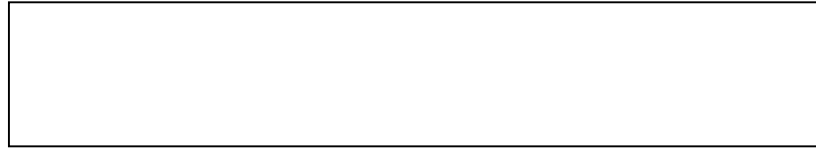
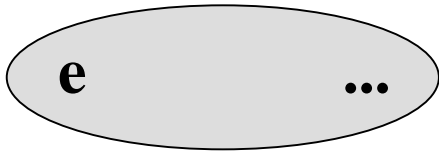
1) e

2) e

I. e

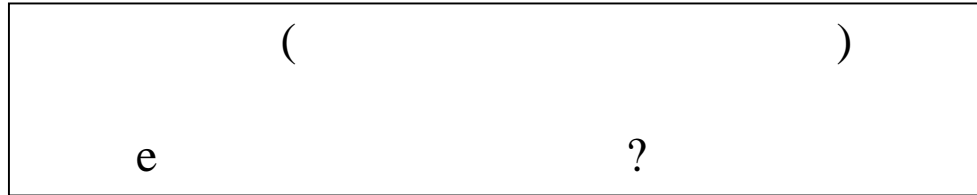
가?



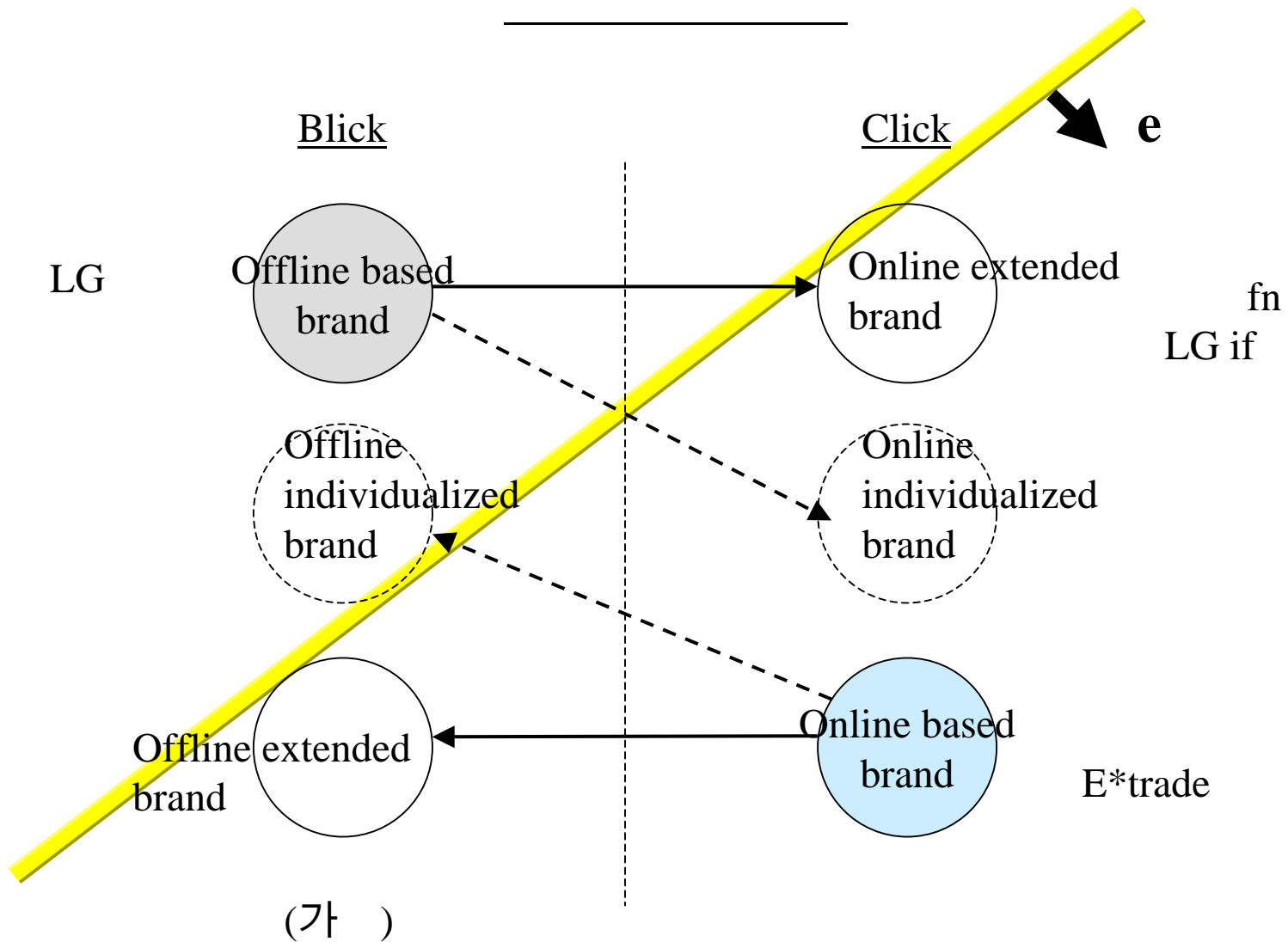


- _____
(Online Extended Brand)
- _____
(Online Individualized Brand)
- _____
(Online Based Brand)

가



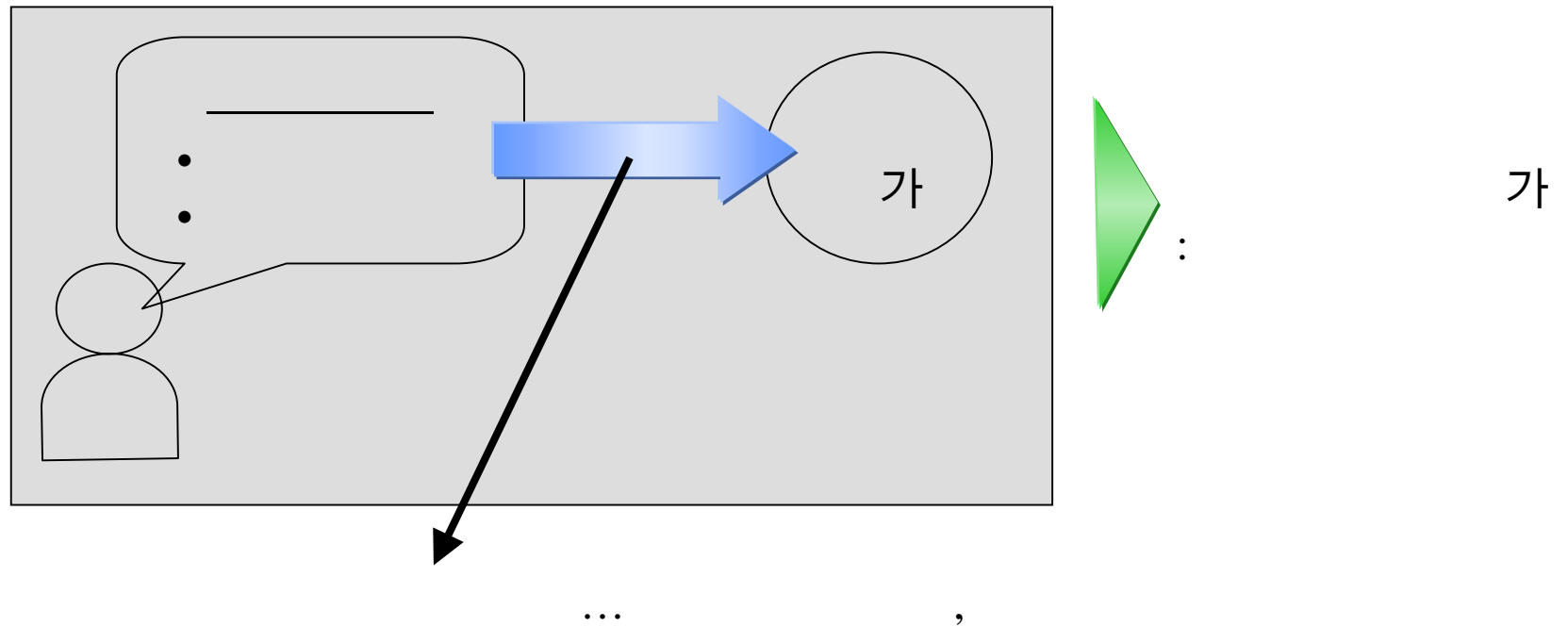
- e ...
- 가 , ,

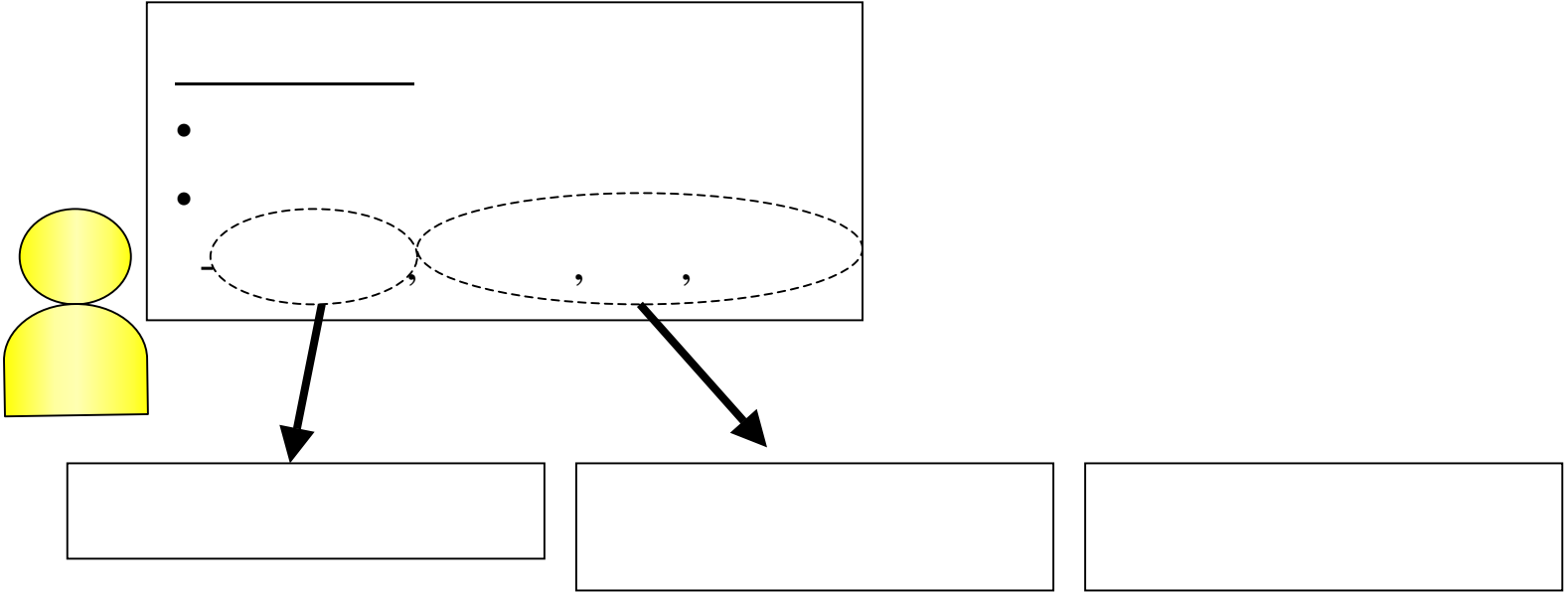


II. e

1. e

Keller (1993, JM)





가

, ,

- Functional
- Experiential
- Symbolic

- Name
- Logo
- Symbol



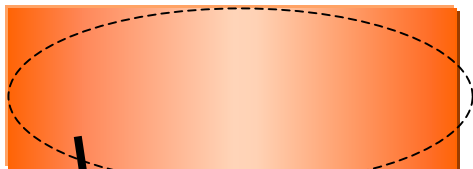
1 , _____

가

Brand meaning ...



•) Timex



• ,



• ,
• ,
• **Badge Product**()
) Rolex , , ,

•
•

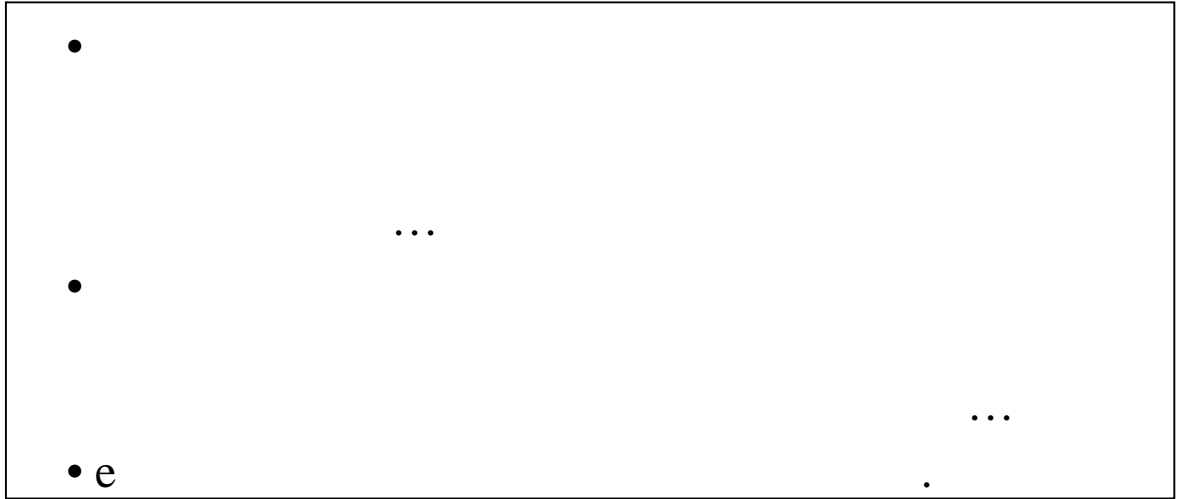
(Flow)

(Csikszentimihalyi 1990, Hoffman & Novak 1996)



,

...





e

1. Common Name

.

...

2. Proper Name

.

...

,

3.

e

.

...

...

...

...

...

...



... , ,

가

Personalization Tool

•

Collaborative Tool

•

,

Purchase-process
streamlining Tool

•

•

,

...

Do-it-yourself Tool

•

,

,

Dynamic pricing Tool

•

,



3 , _____

....

5가

- 2 () 가?
- ? ?
- , ?

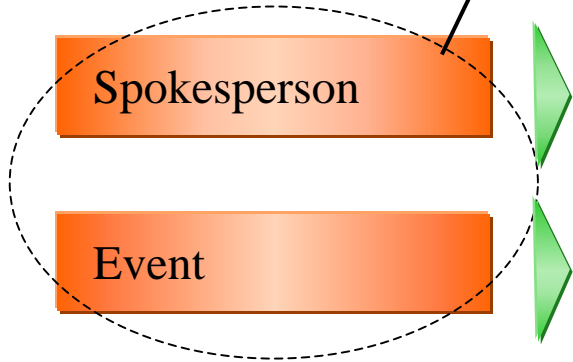
Company

Country of origin

Distribution channel

Spokesperson

Event



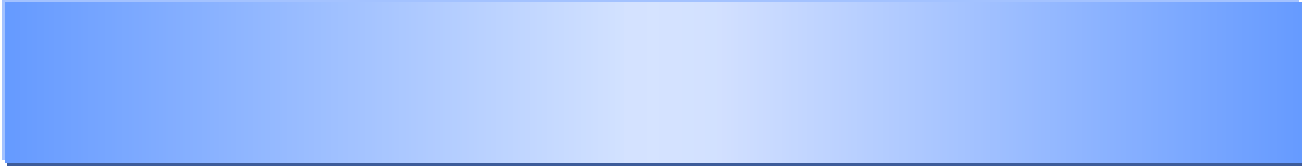
, 가 .

. .

, , 01X

, , , ?

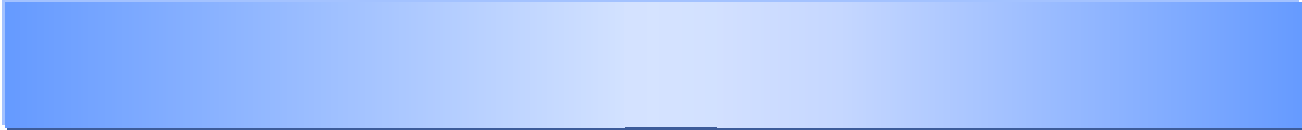
2. e



,

/

/



,



가,

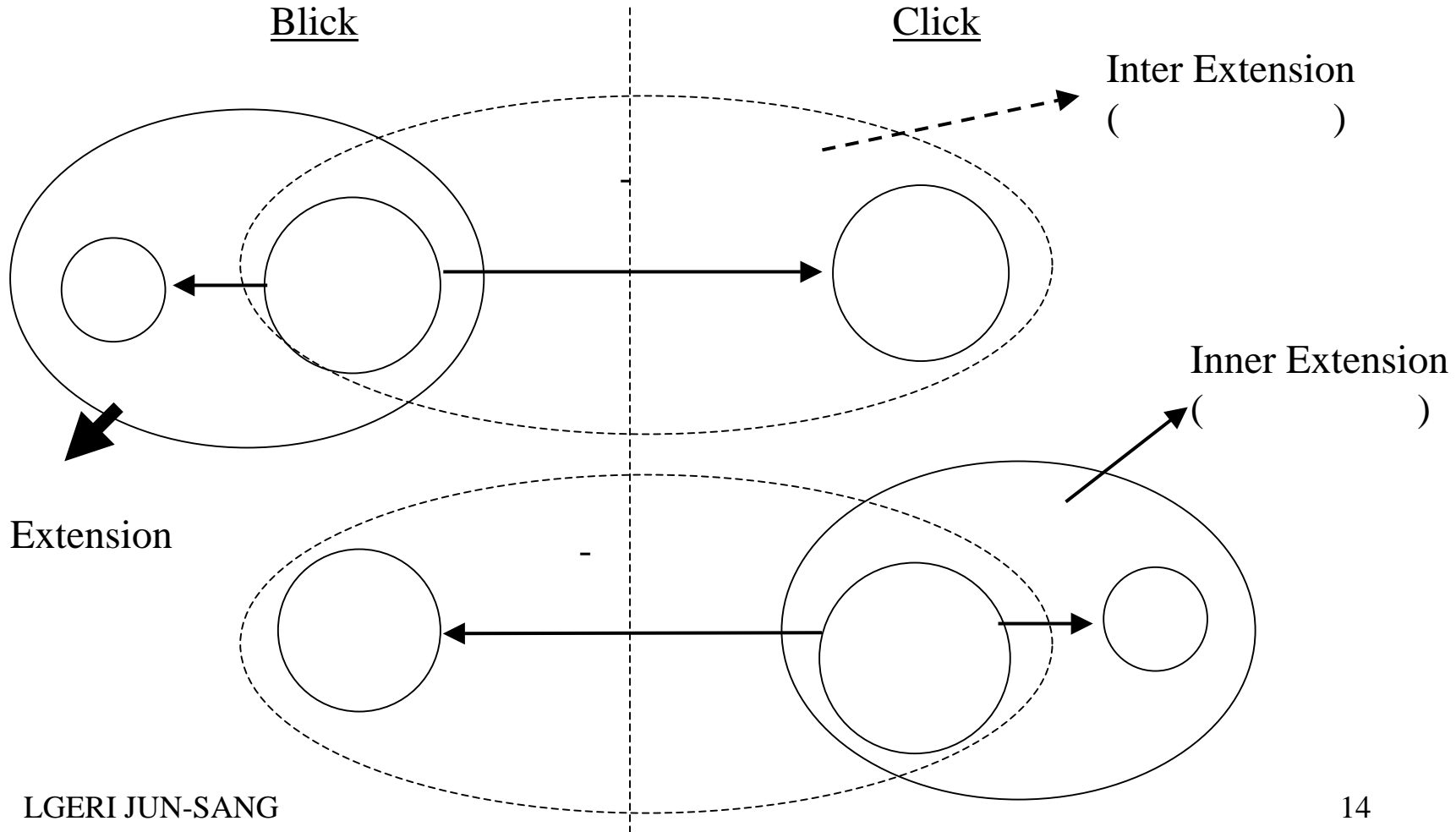


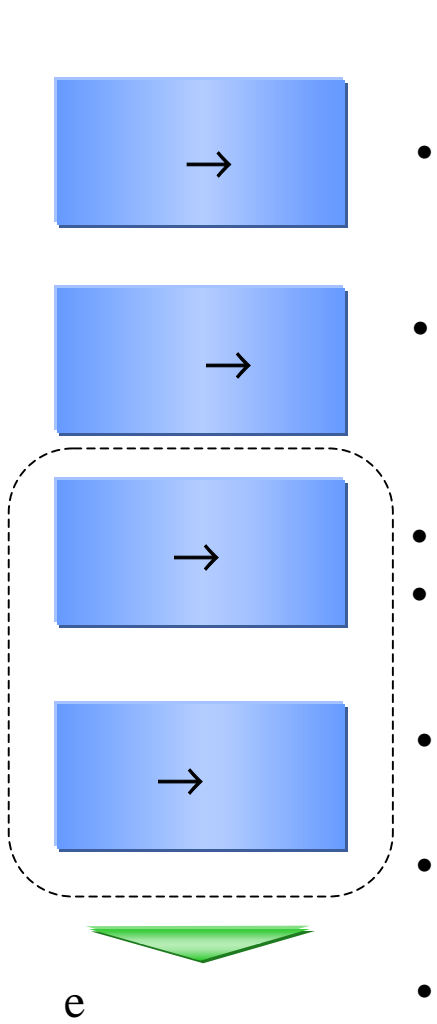
,

e

4가

.





(,)

(e-Line Extension)
(e-Brand Extension)

,

가

‘ → ’

가



Line Extension

• Bookpark, Ticketpark, Gamepark, PCpark

Line Extension



Brand Extension

Brand Extension

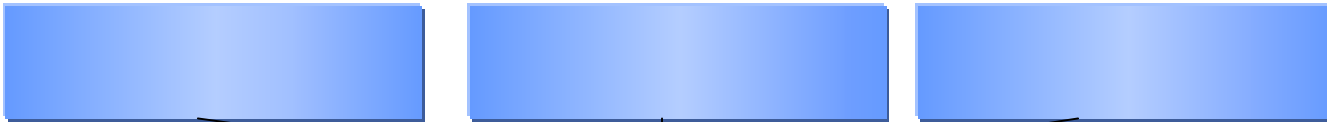


(Family Brand)





가?



•
•
• , ,가 ...

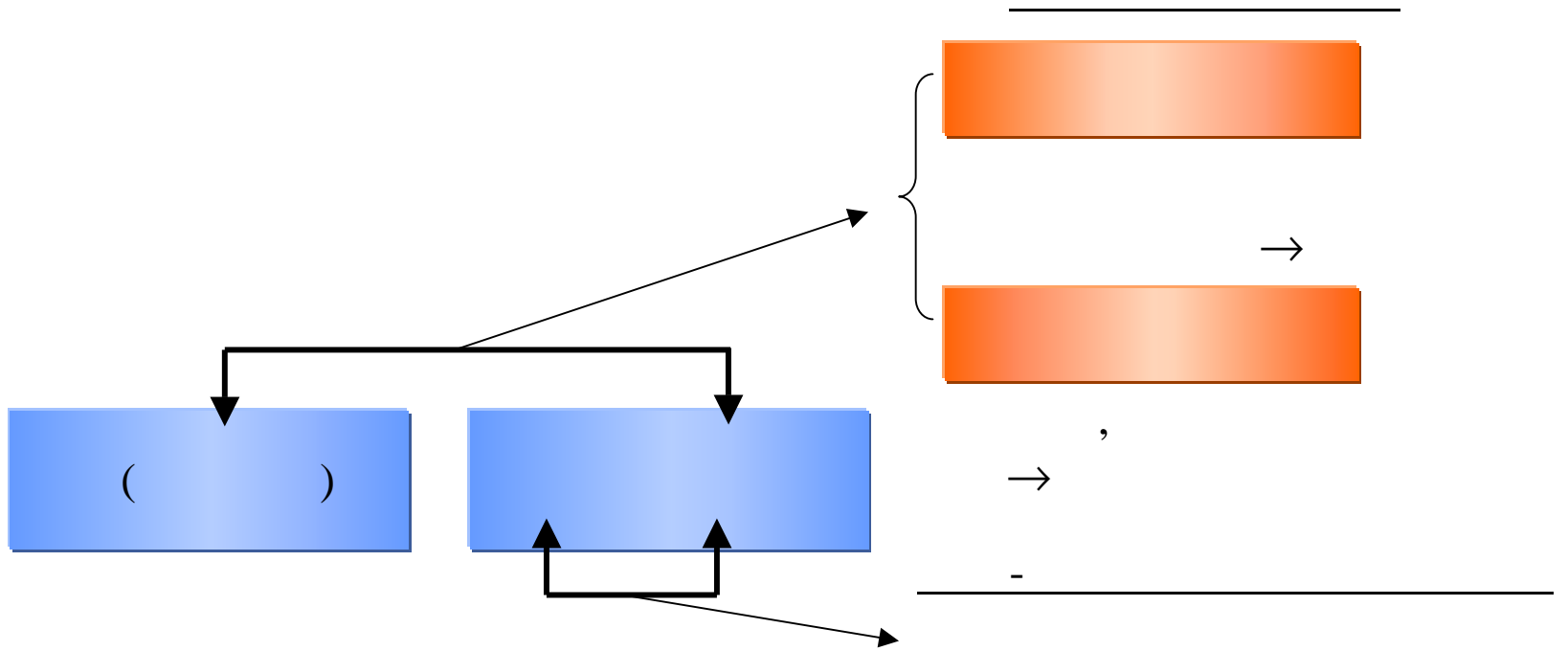
Q.

, 가

가

.

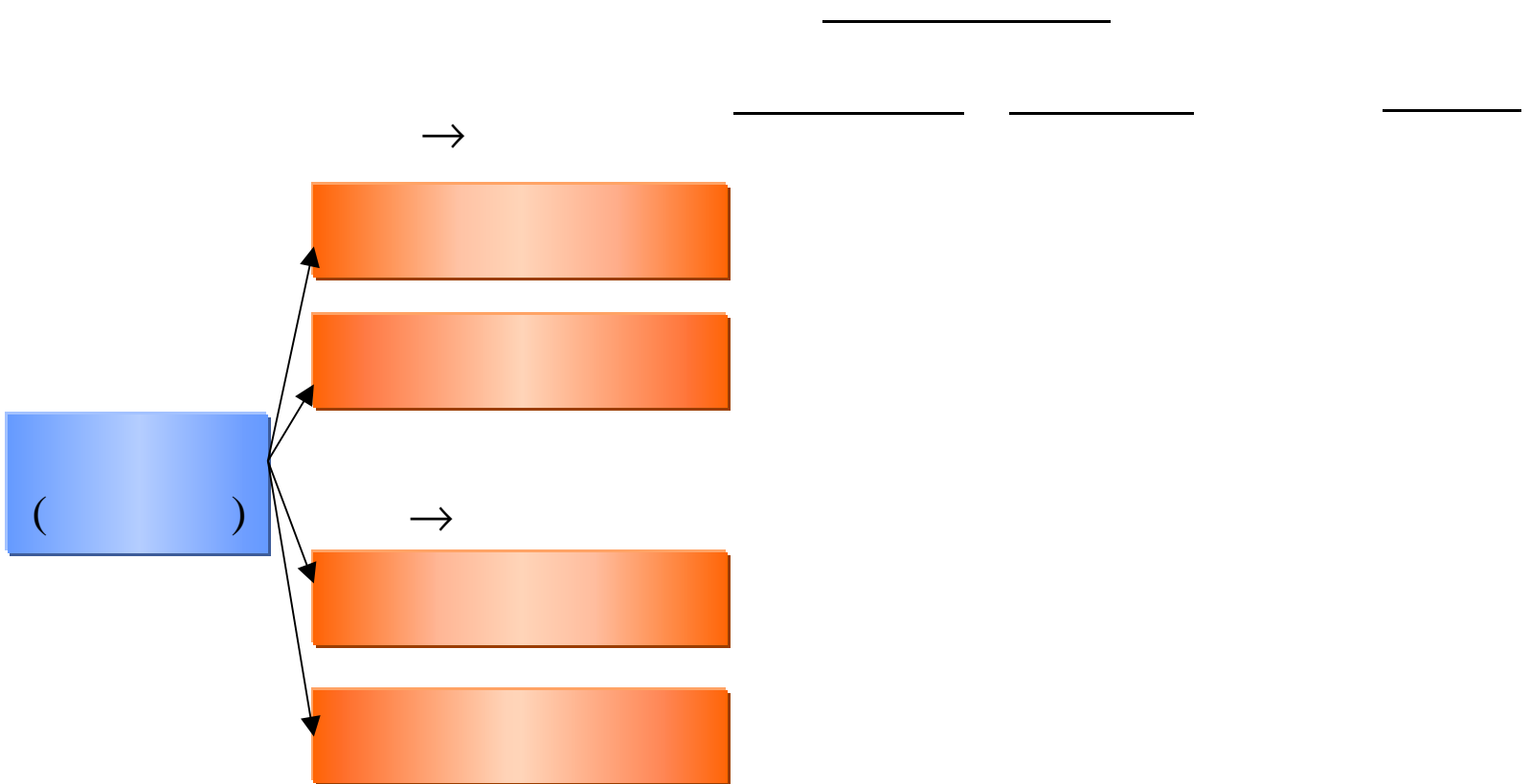
→ 가



→

가

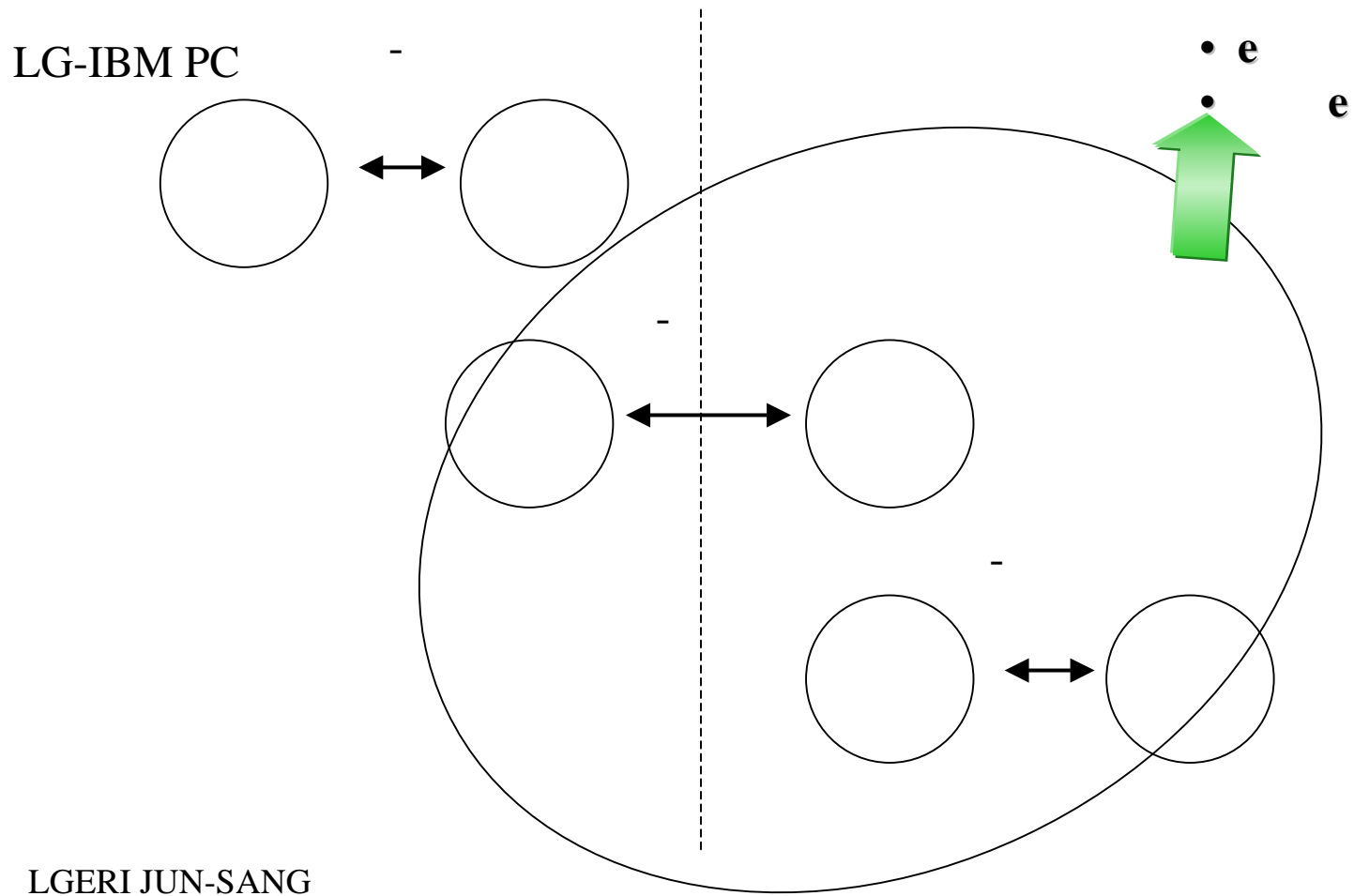
e Case 가 가



: : :

e (eBrand Alliance)

Composite Branding :



(가)

e



-
-



-
-
-

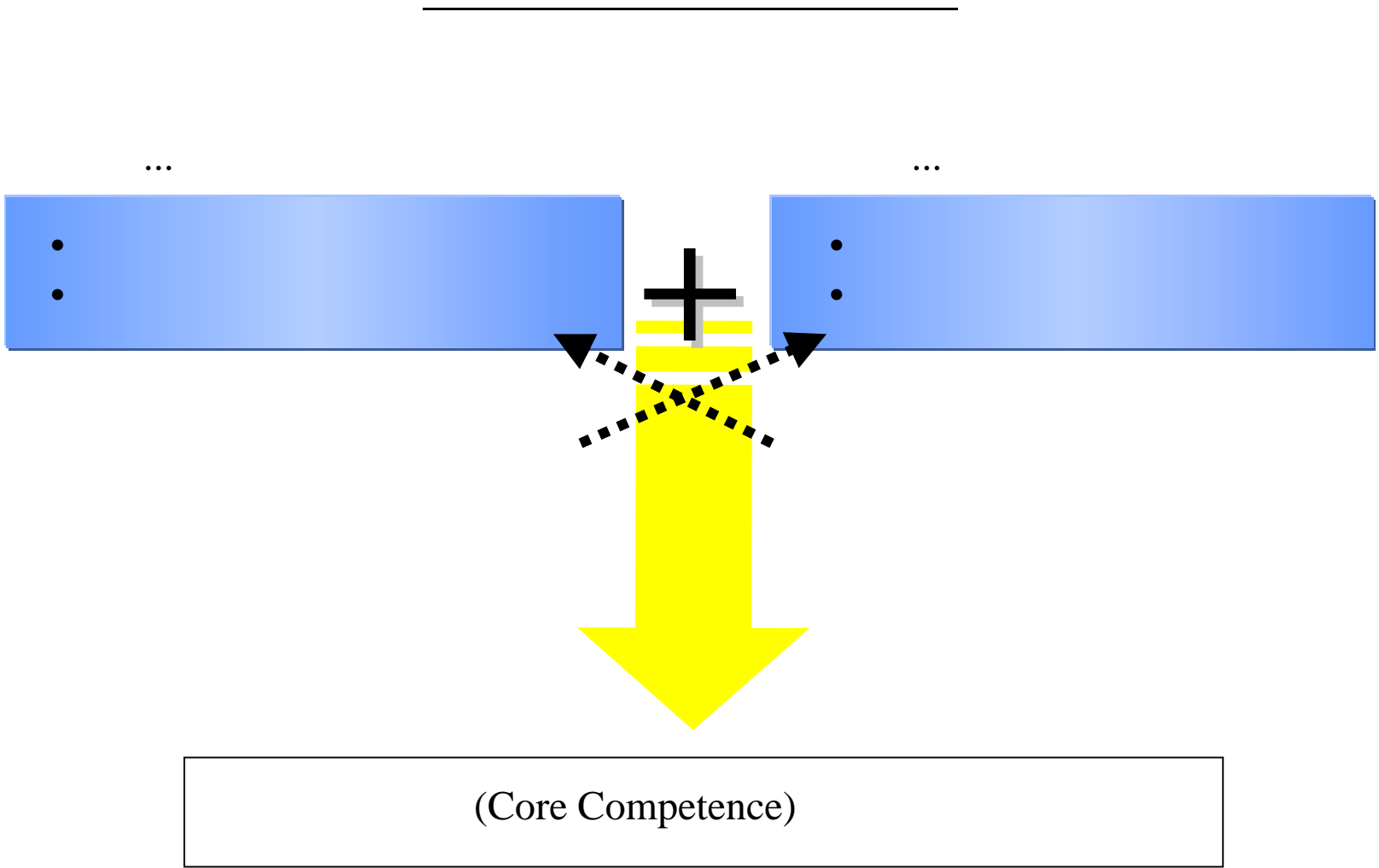
...

,

...

,

...



e _____ ...

_____ , , _____ ...



• ... 가 가 , 가
• 가 가 , 가

_____ 가 _____ ...



가 , , .



, .
...