

- 21



2002 4 24

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- 21



: 2002 4 24 () 14:00 15:30

: (2)

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2002 4 24 () 14:00 15:30
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2 :
:
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(TEL 02-3669-4032, 031-288-7335)

<http://www.hri.co.kr>

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.		21
.		30
2	: Post World Cup Marketing	33
.		가	35
.	가	39
.		53
.		62

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■	12
■	21
■	30



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1.



	(FIFA)	(IOC)
	가	· ·
(1999)	198 가	197
	4 30	4 15
	8~12	

2002

	2002 FIFA /
	2002. 5. 31 ~ 6. 30
	/ 10
 가	32 , FIFA , 13,000
	160
 TV	600 *

*1994

320

, 98

400

, 96

198



2.

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21



가 OECD 가 /





가 가

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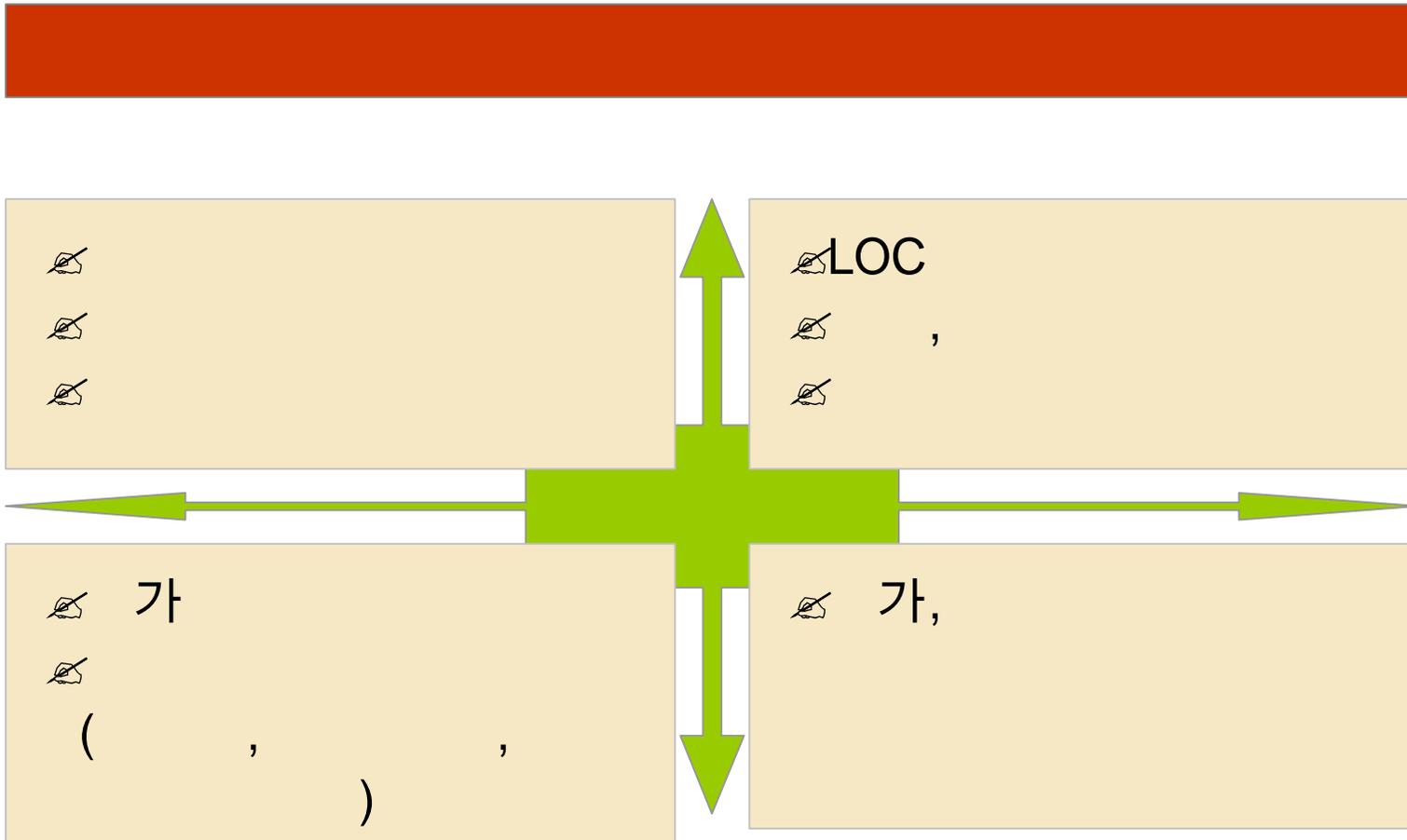


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1.



2.

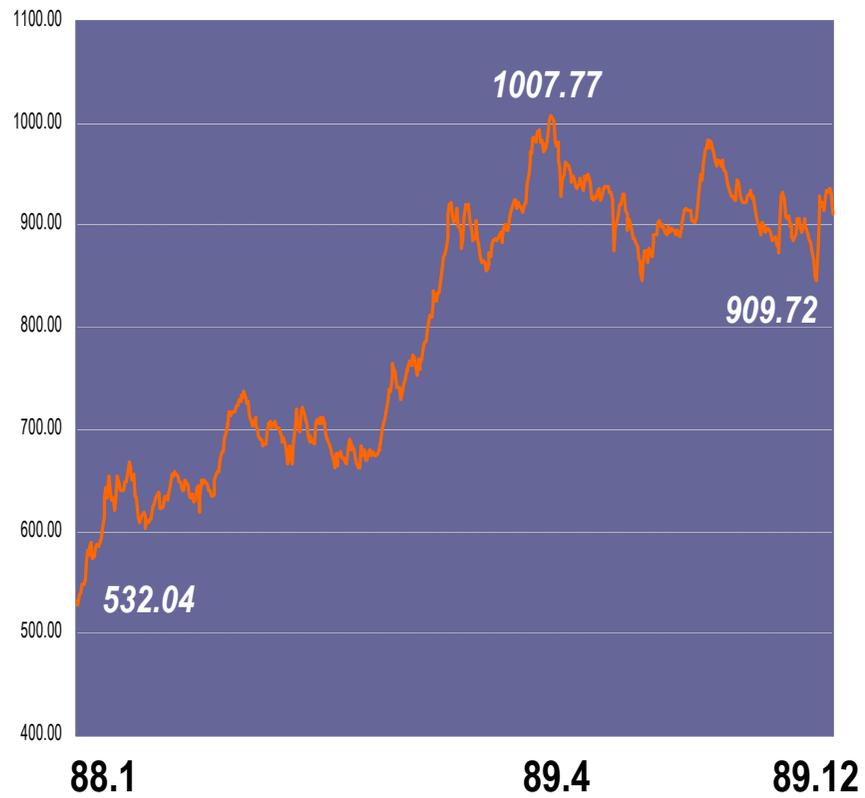
LOC		
	TV	1,946 1,585 4,828
	FIFA (25%)	1,207 1,630 579 2,837
	가 (70%) LOC	1,991 1,394 597



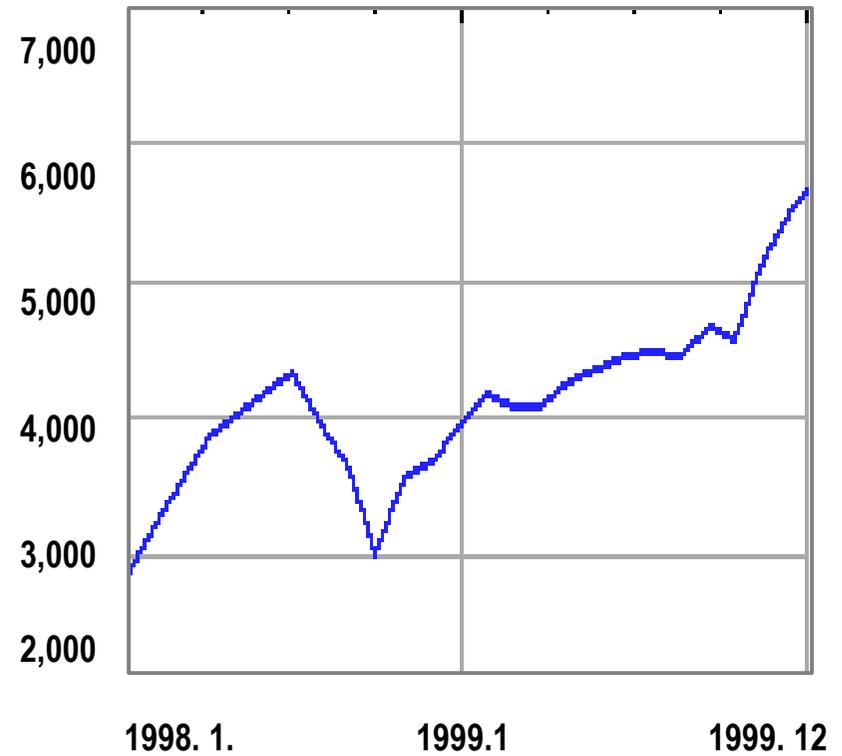
			가	
			가	
	'	2 3,882	3 6,023	18.5
	LOC	4,000	1 6,911	11
		6,561		
		3 4,443	5 2,934	29.5

가

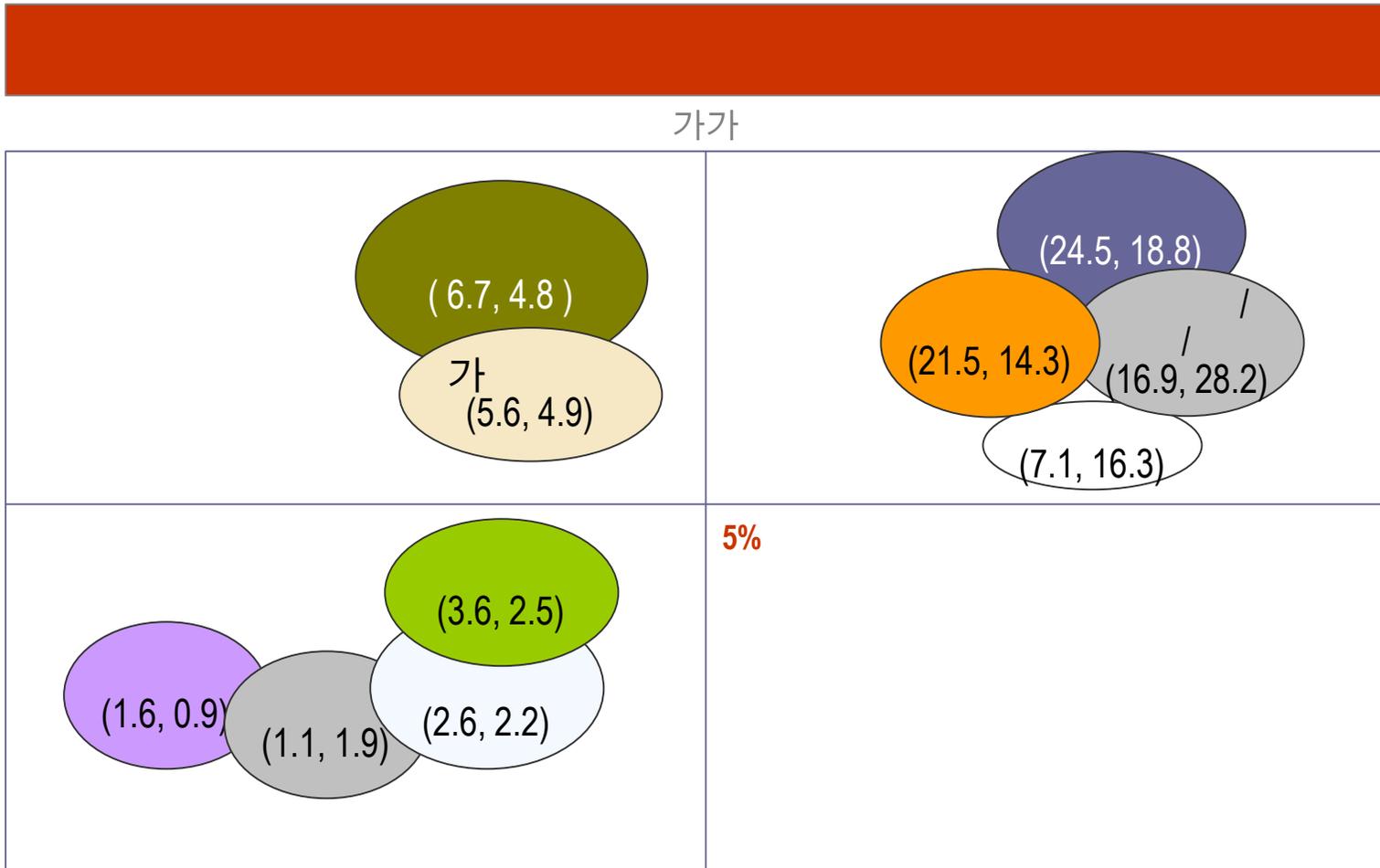
(KOSPI)

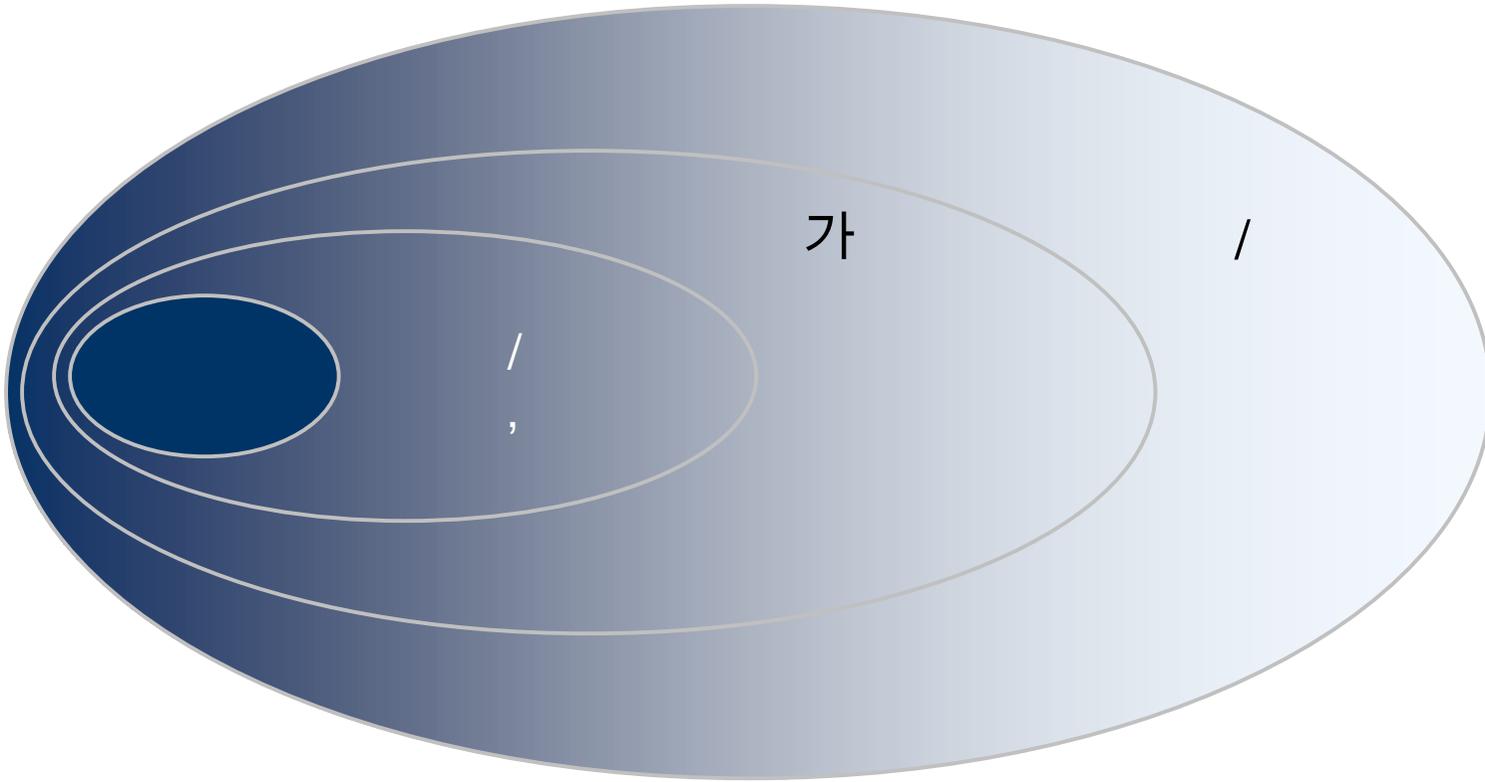


(CAC40)



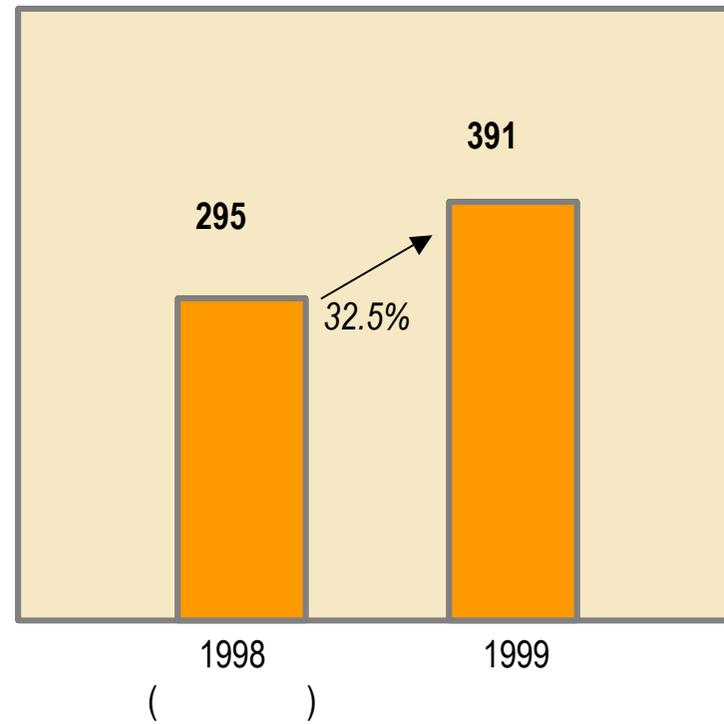
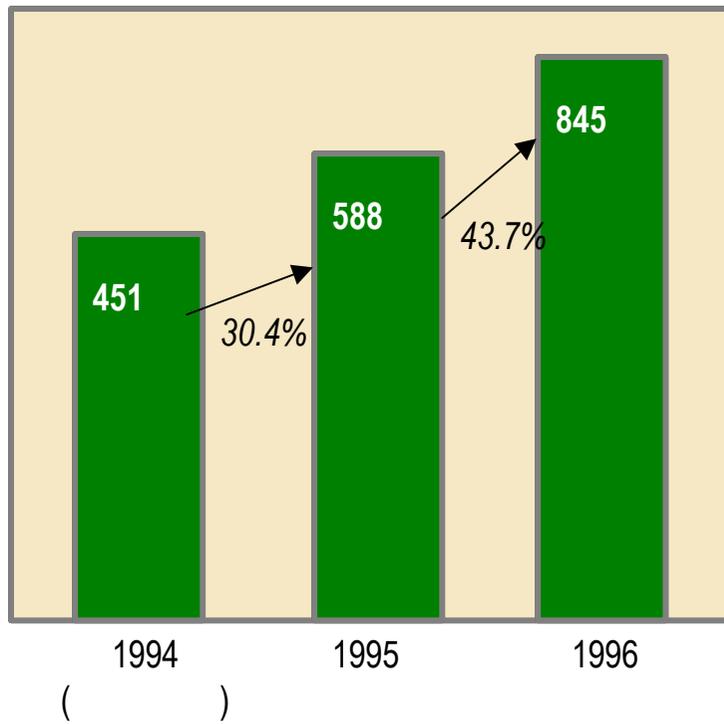
3.
1)





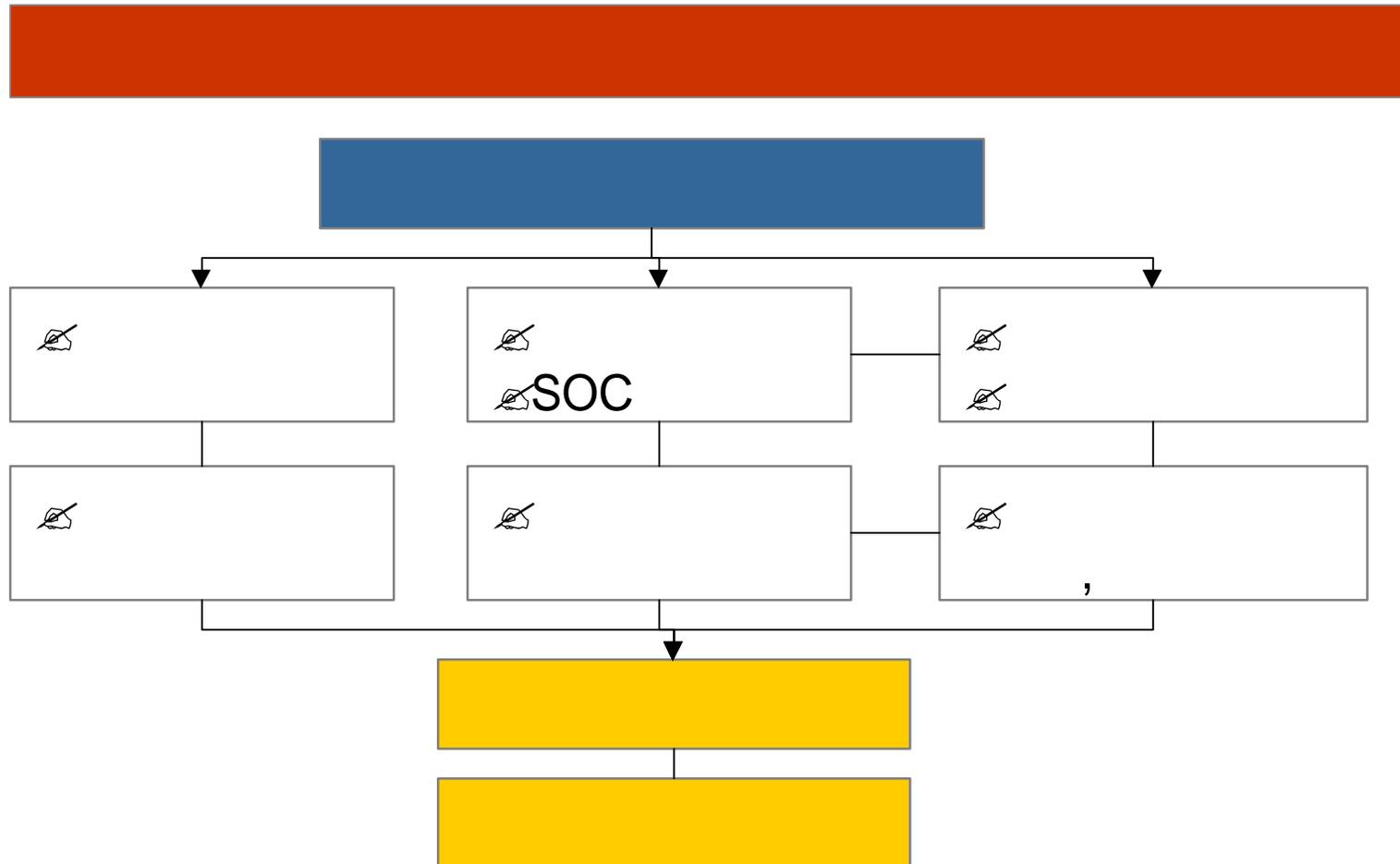
2)

가



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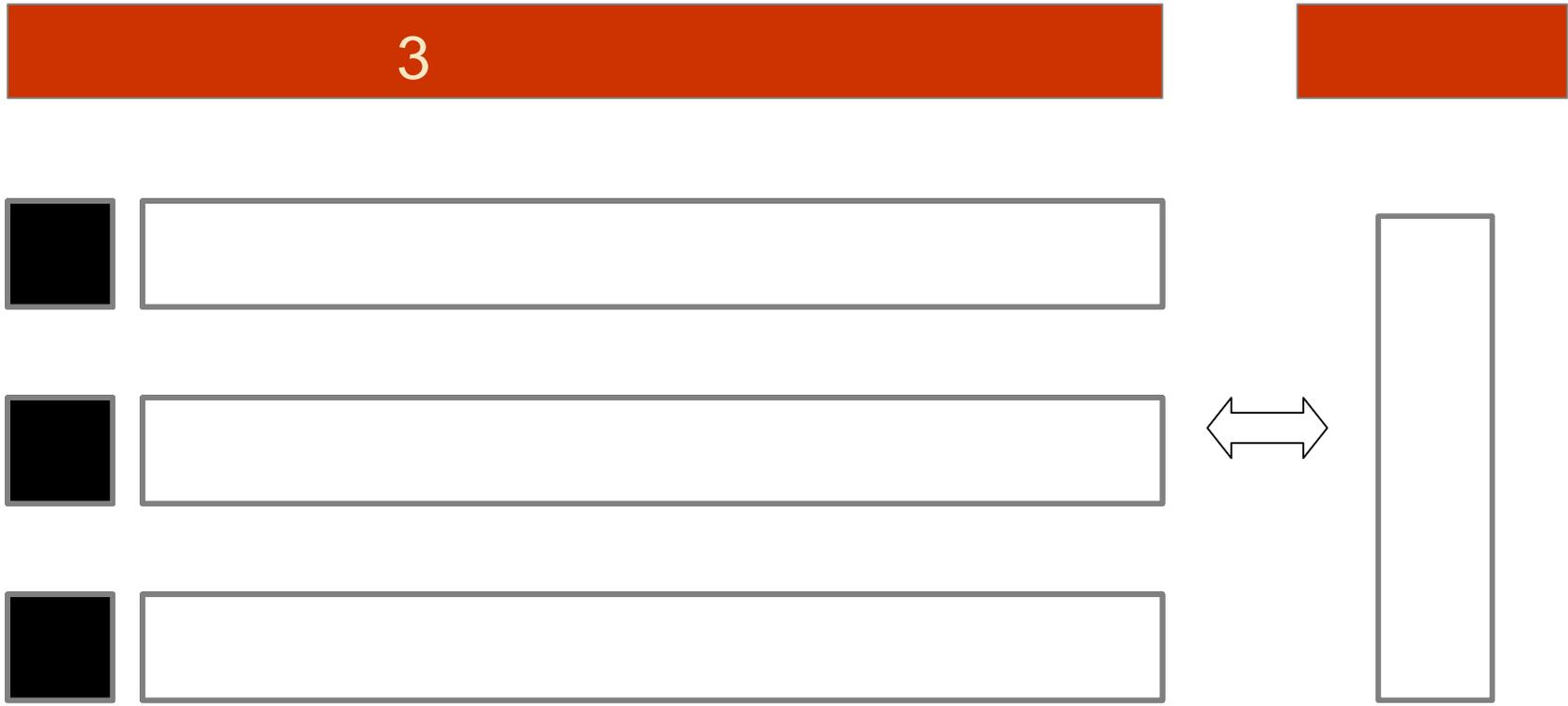
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1. 3



2.



가

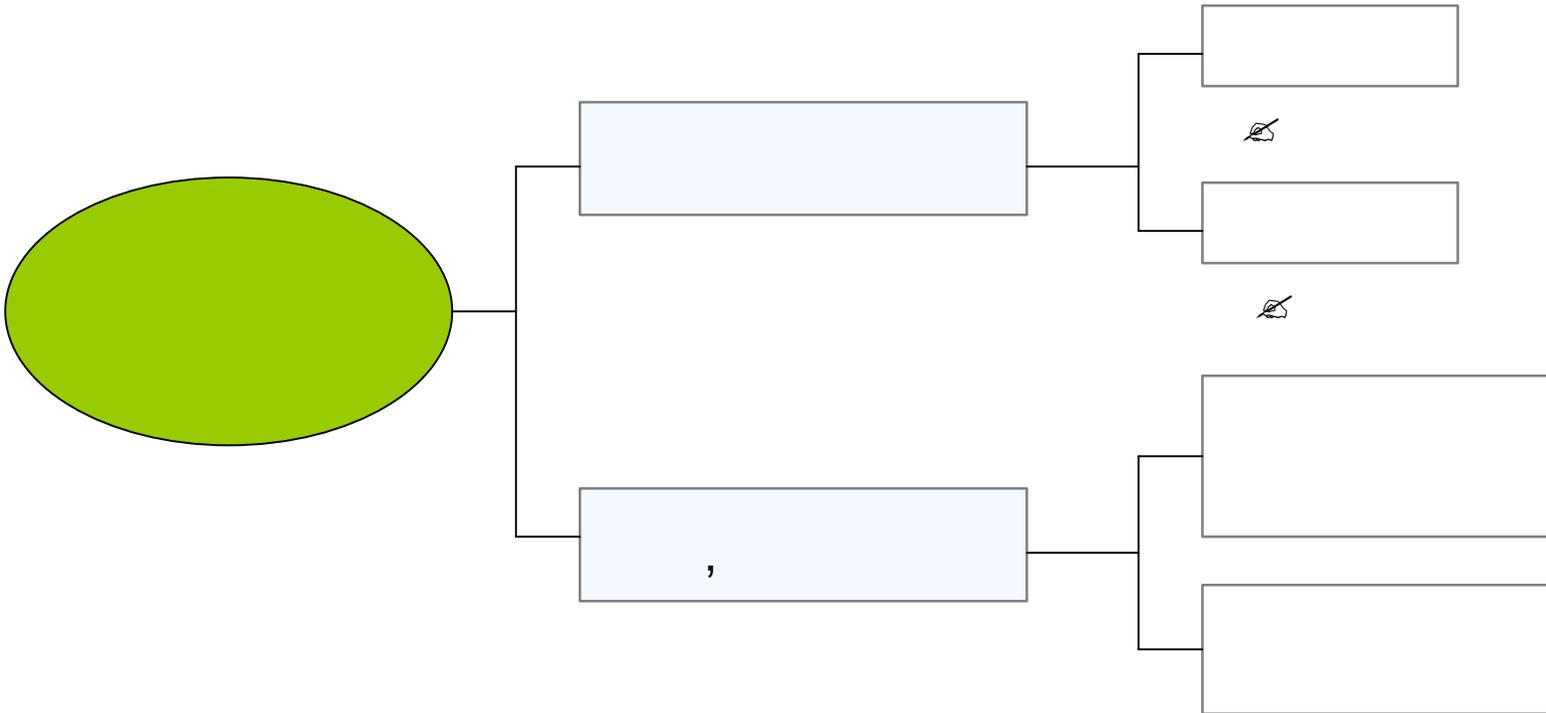
98 27.0% -> 2000 28.1% -> 2001 30.1%

5

가 , , , ,

가 : "Industry 21"

: " "



3.

	  
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4.

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5.



가 ✍ ✍ ✍가

✍



‘正’



~~가~~
~~가~~
~~가~~



~~가~~
~~가~~



~~가~~
~~가~~ / /



5

가

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3

가



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 가

2 : Post World Cup Marketing

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■	가.....	35
■	가	39
■	53
■	62

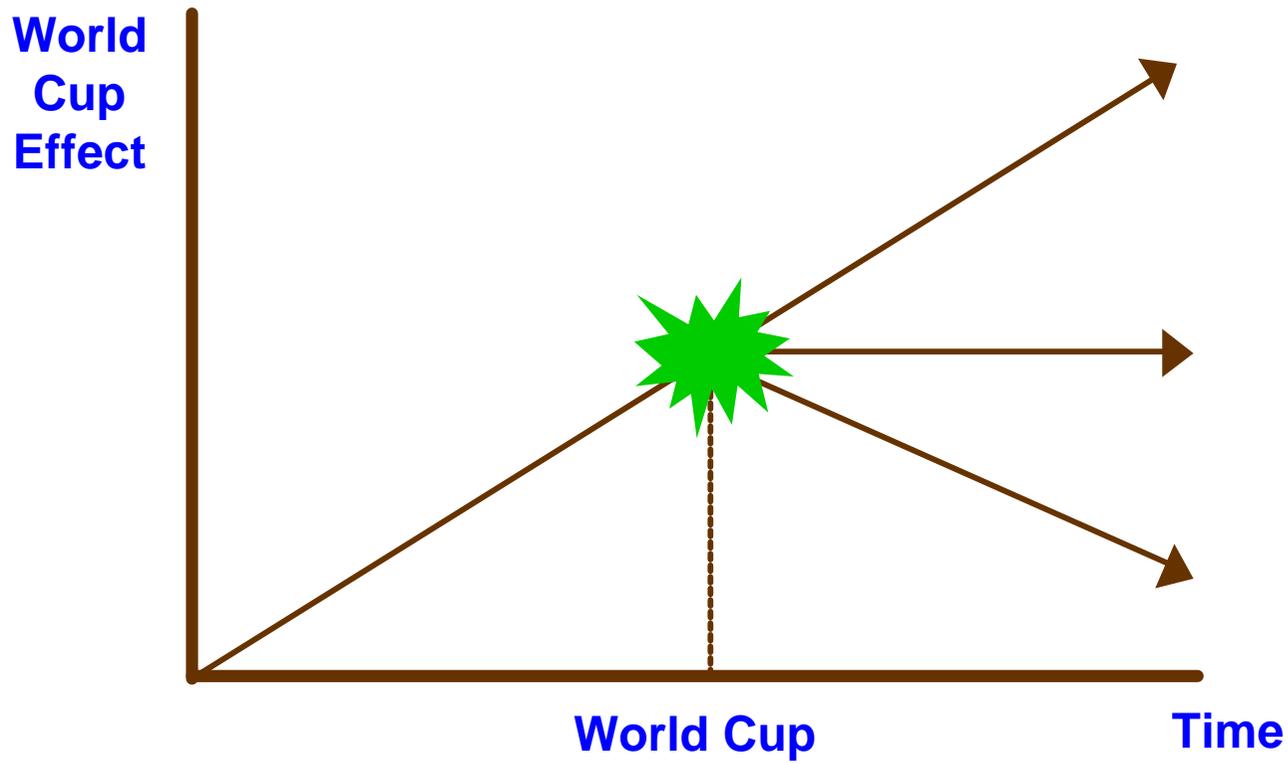
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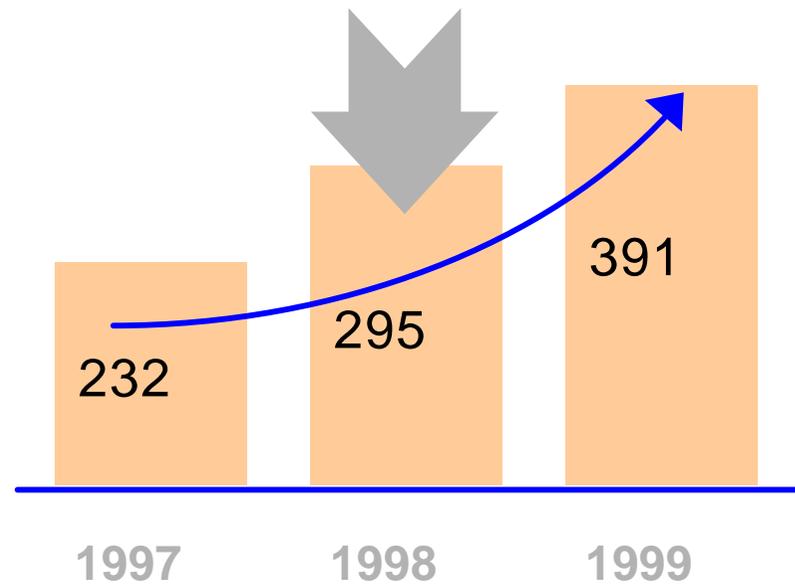
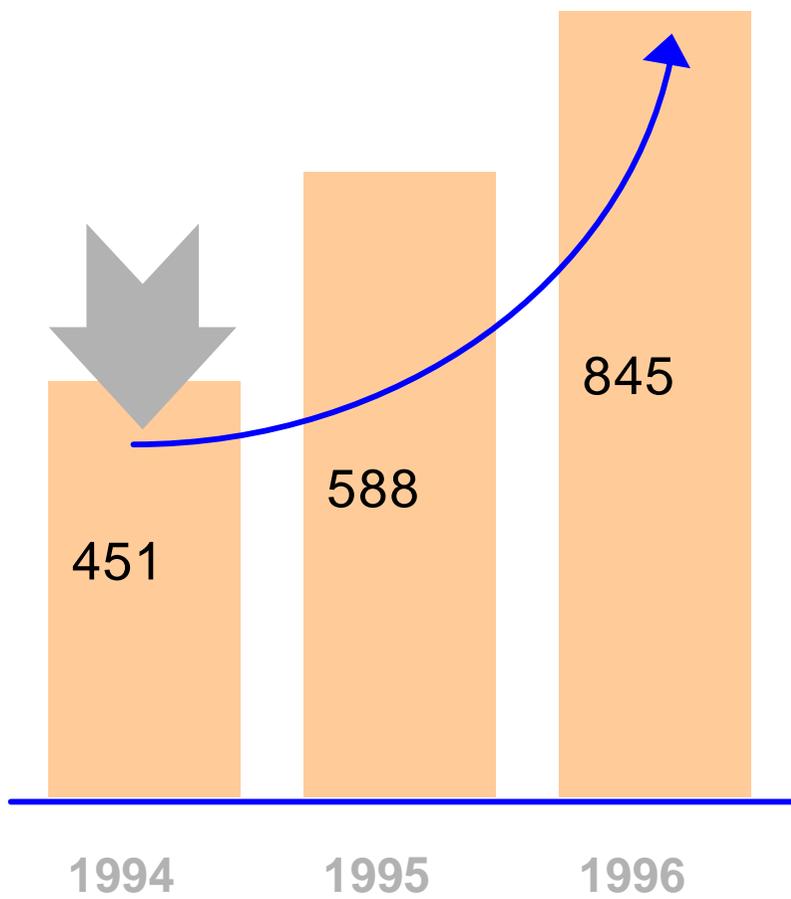
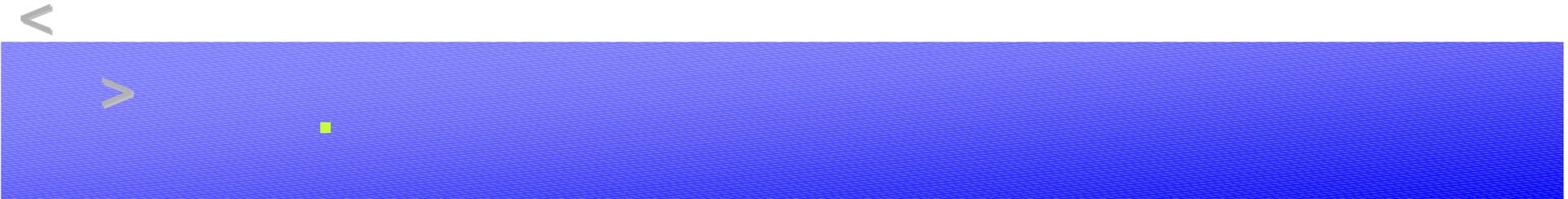
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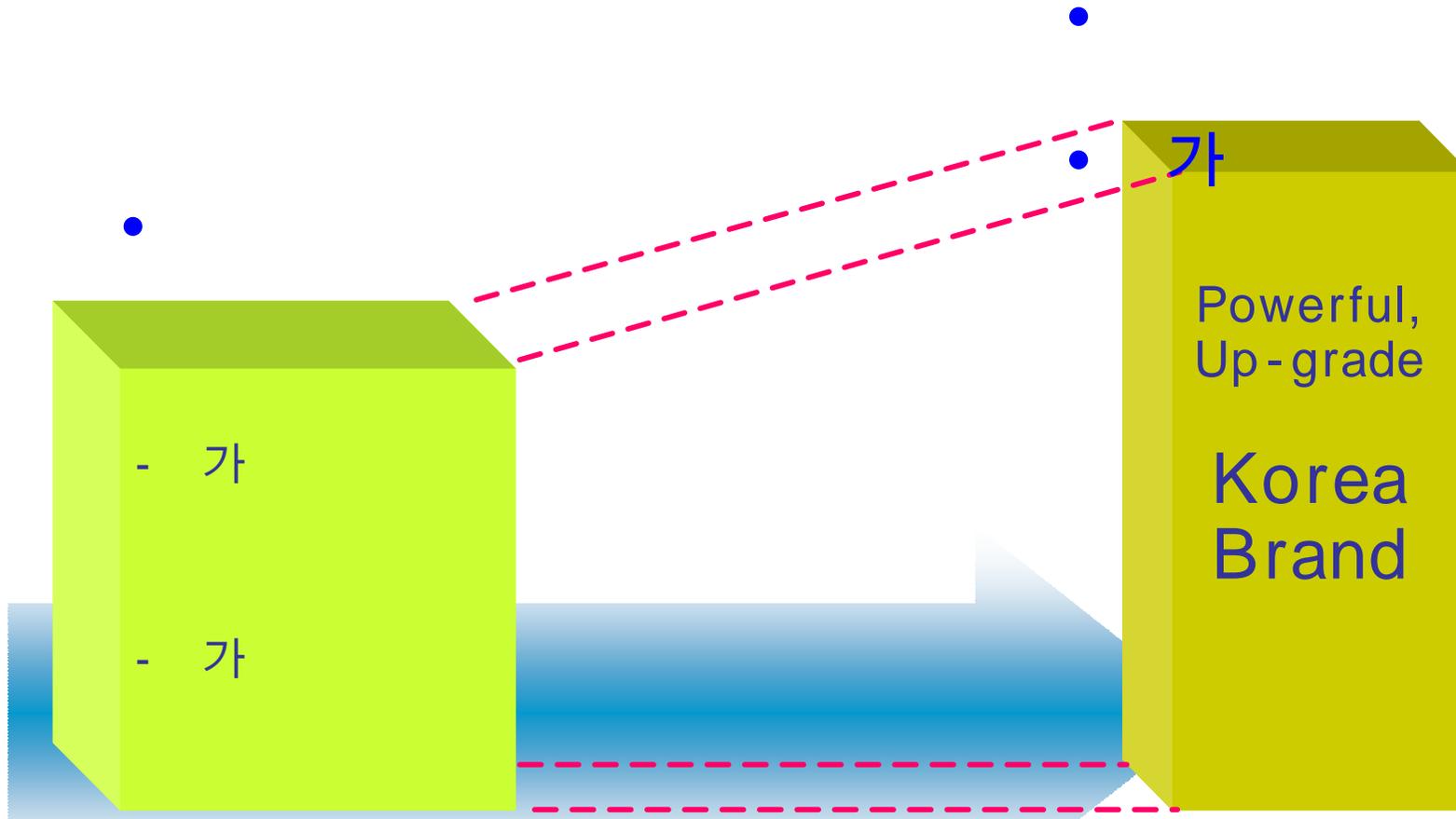


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88

가



가

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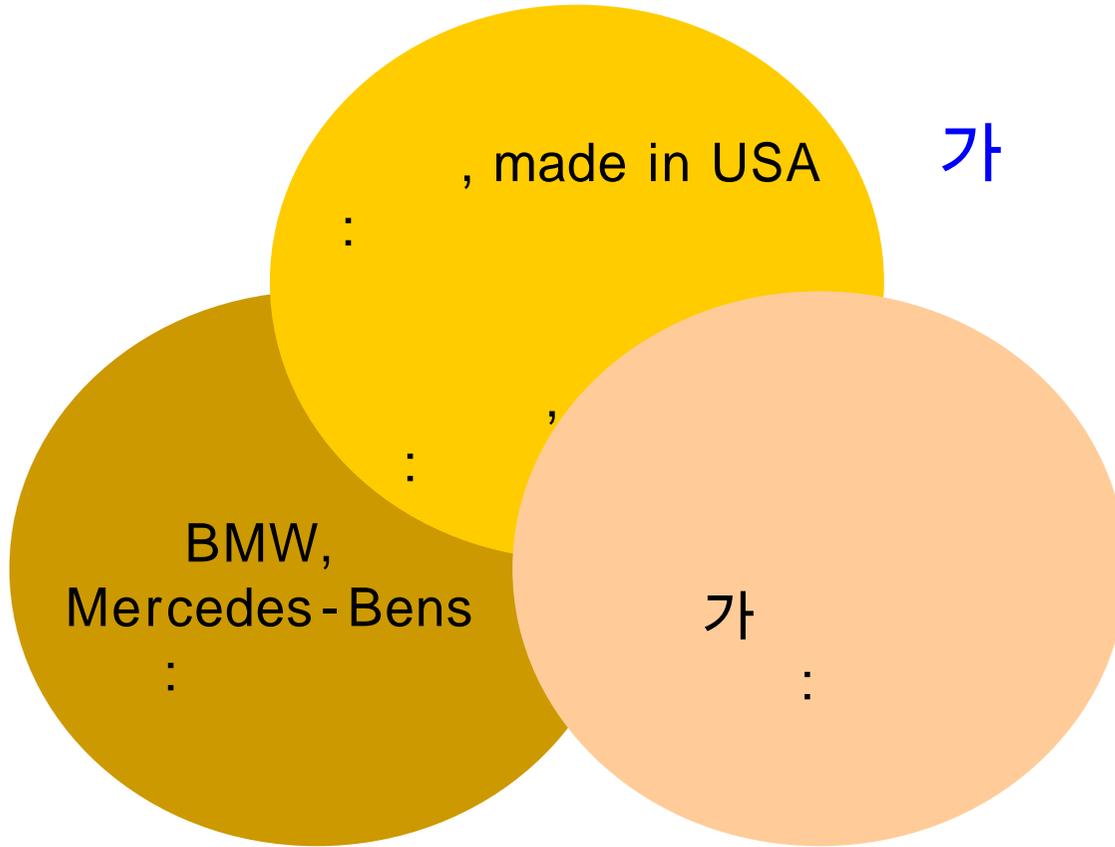
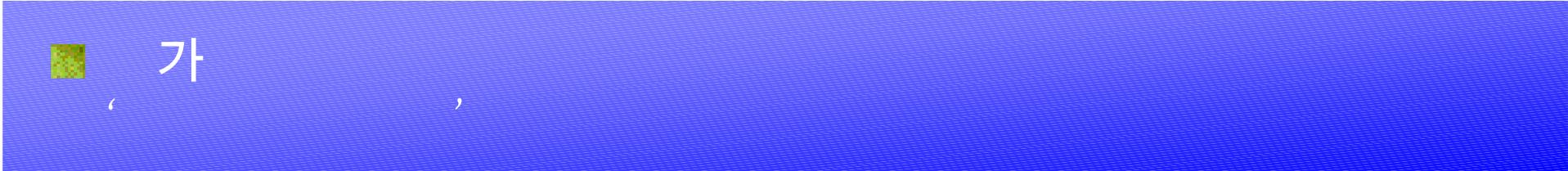
· 가

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1. 가

1) , , 가



Singapore Airline : 'Singapore Girl'



Singapore Airline : 'Singapore Girl'

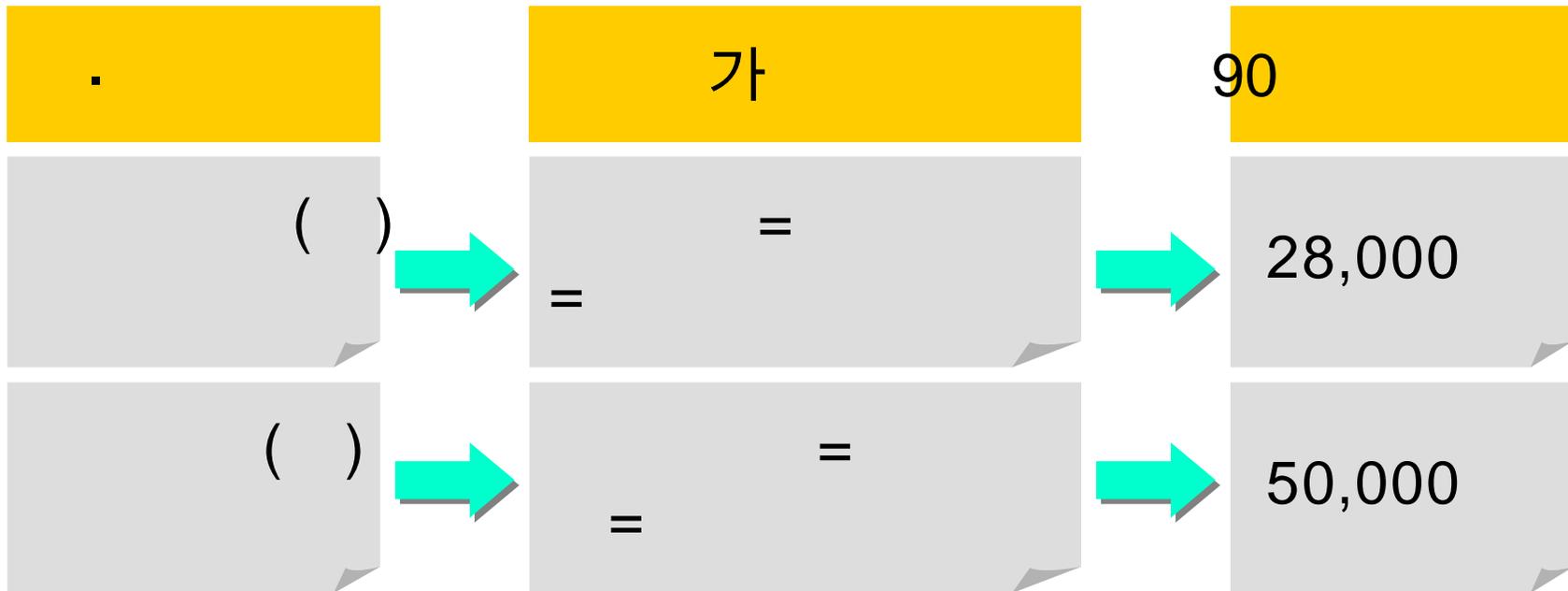


2)

가 가 가

90

2

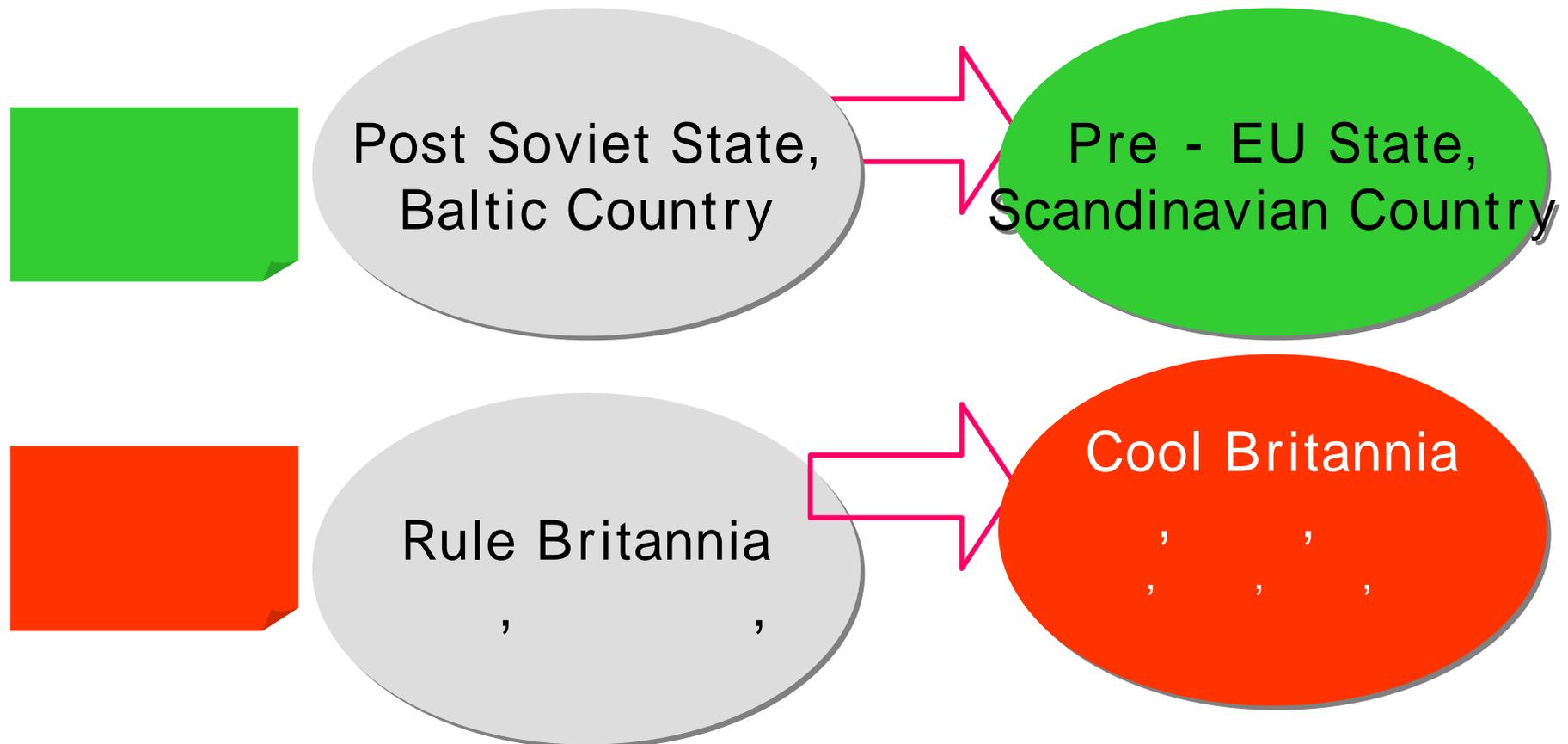


2. Brand State



가

Brand State



EU NATO Brand



(Affluence)



(Respectability)
(Westernness)
(Security)

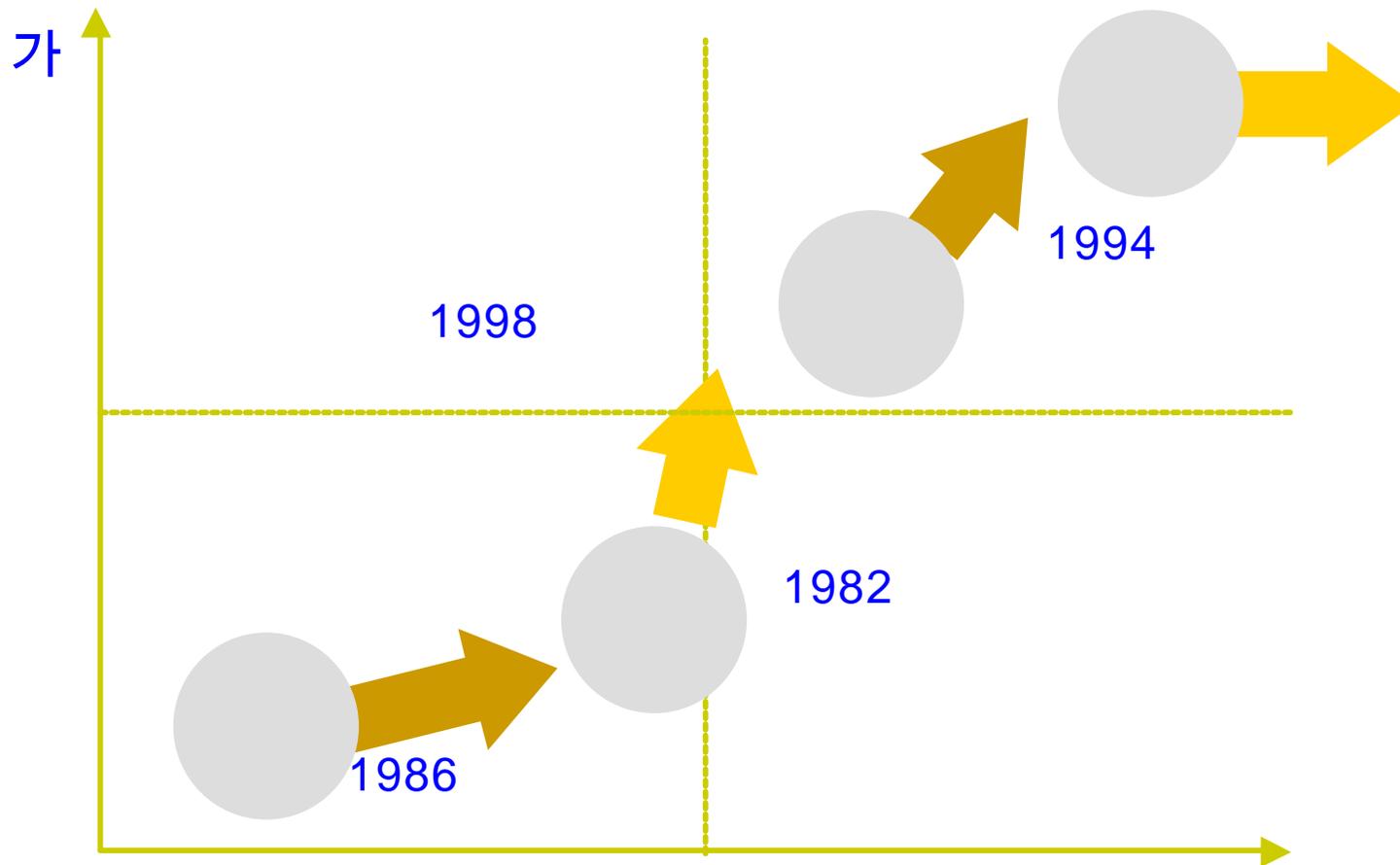
가 NATO EU 가
: NATO EU
가

, 가 Cost

: Mortgage Paradox

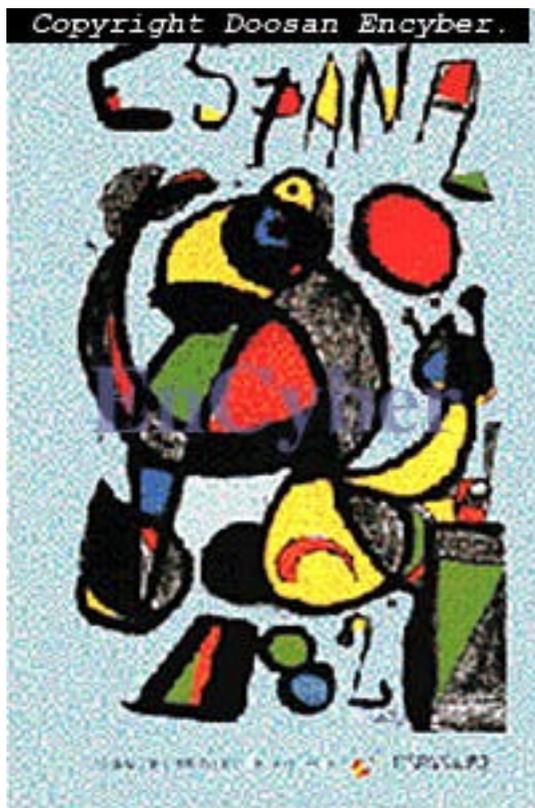
3.

가



1982

“Spain is Different”



가 , , ,
40 가 , 3 가
, , ,
10 1 GNP 2.5
'5,380 14,160 ,
'92

1998

가



- ' , ,
' , ,



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가 2

2006

Wir sehen uns im Herzen Europas!

(!)

- 1990
가

2006

- 1974

, 2006

‘ ,

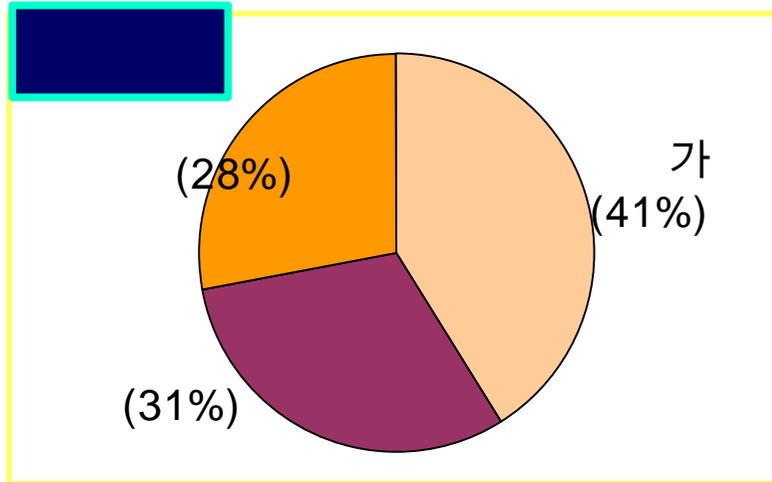
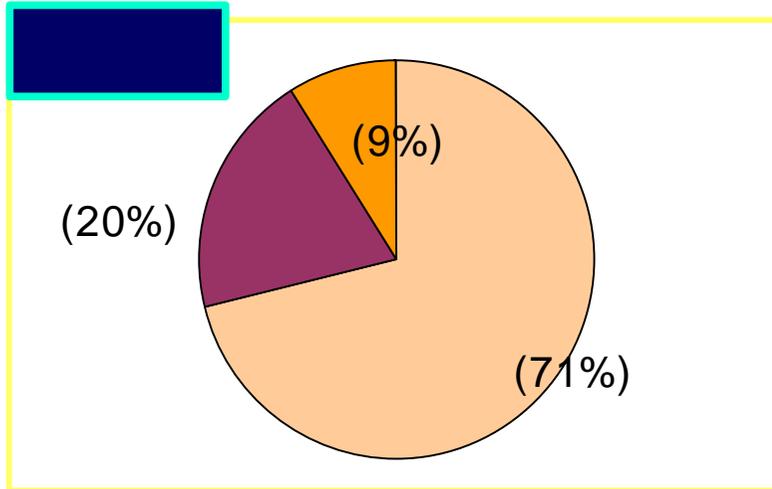
4. 가

Korea

가

가

)가



가

1. 가 41%
2. 88 18%
3. 10%
4. 9%
5. 8%
6. 5%
7. , 4%

Dynamic Korea



IMF

Hub of Asia

21



가

IT Korea



IT

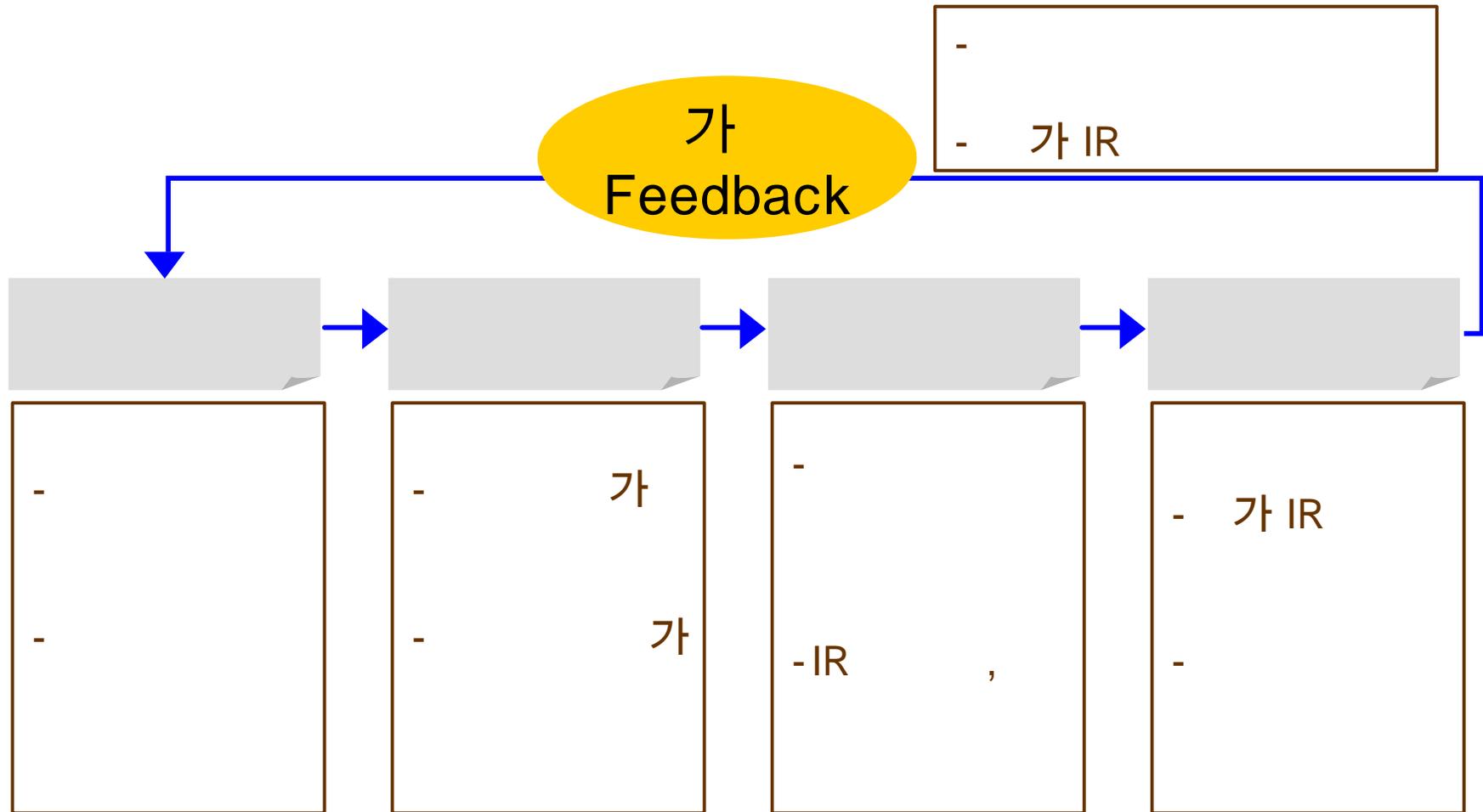
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5. 가

가



- 가
- 가



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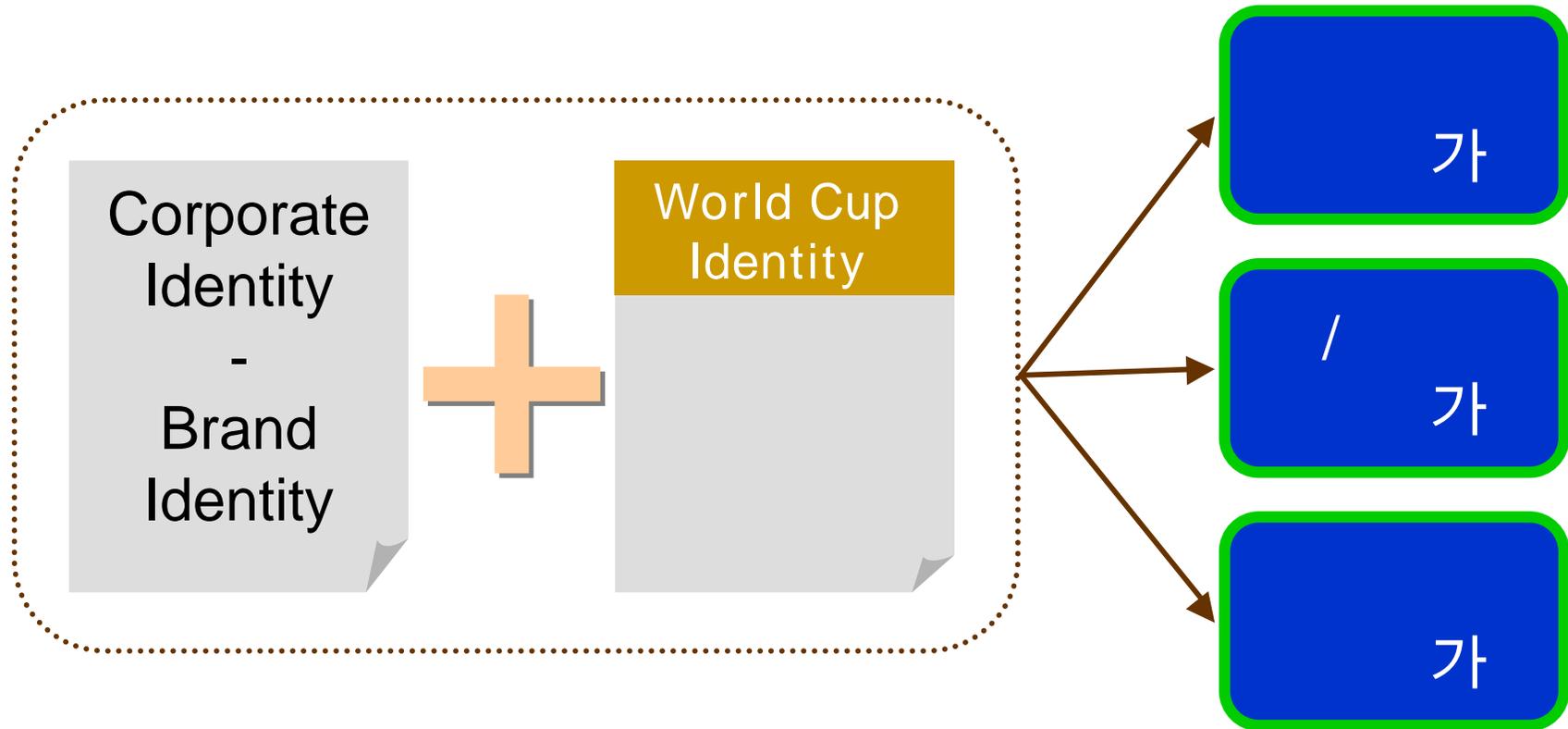
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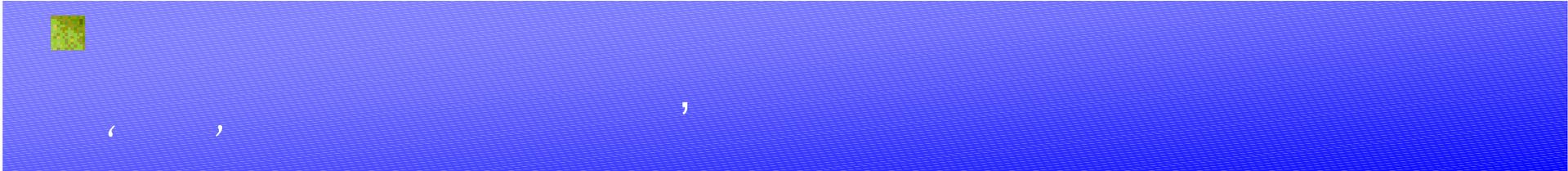
가

Post - World Cup Effect



2.

1)



- : 198 가
- TV : 400
- : 30
- : 8~12

Personality

Dynamic, Dramatic
Powerful, Energetic
Universal, Popular



Key-Word

World Cup
Experience

2)



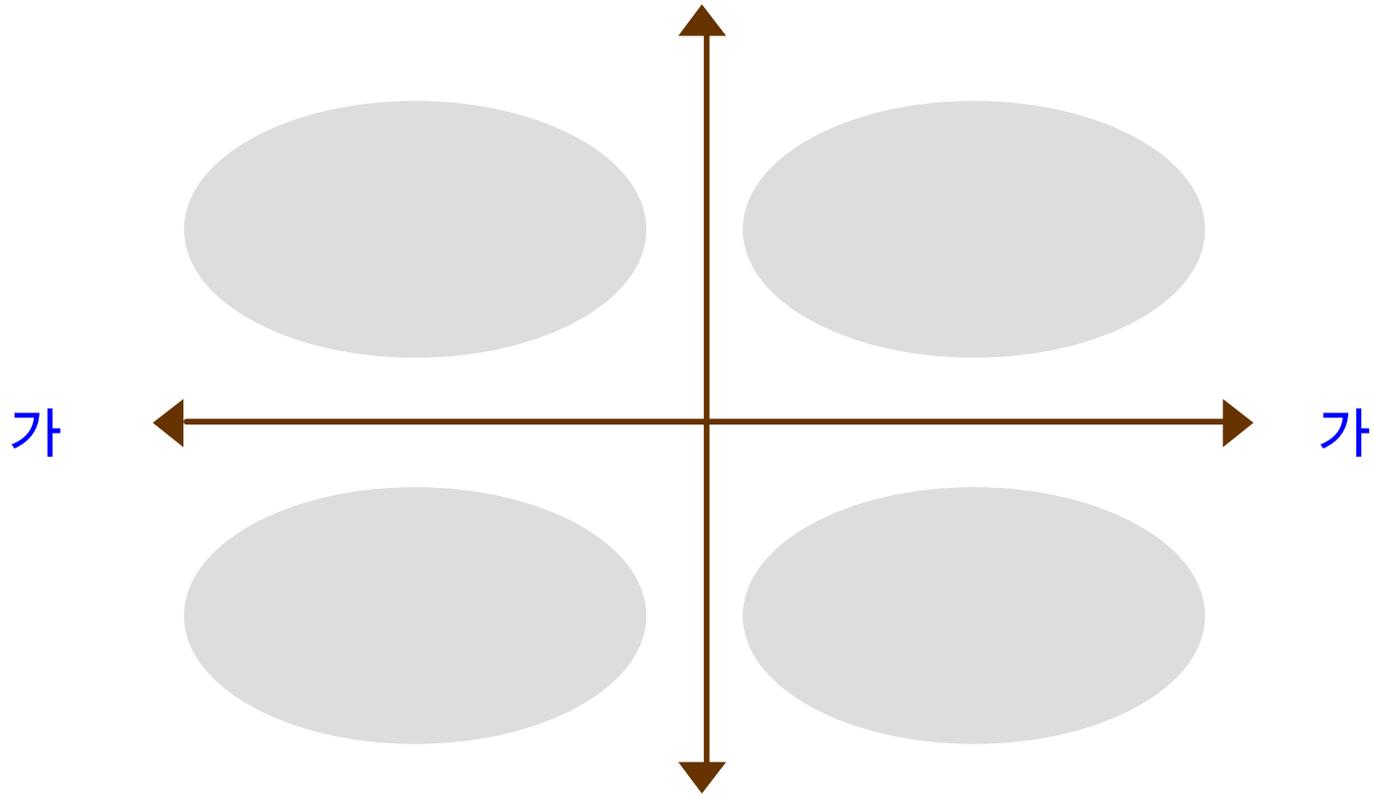
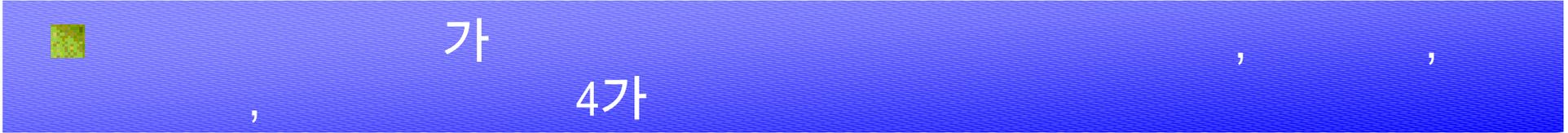
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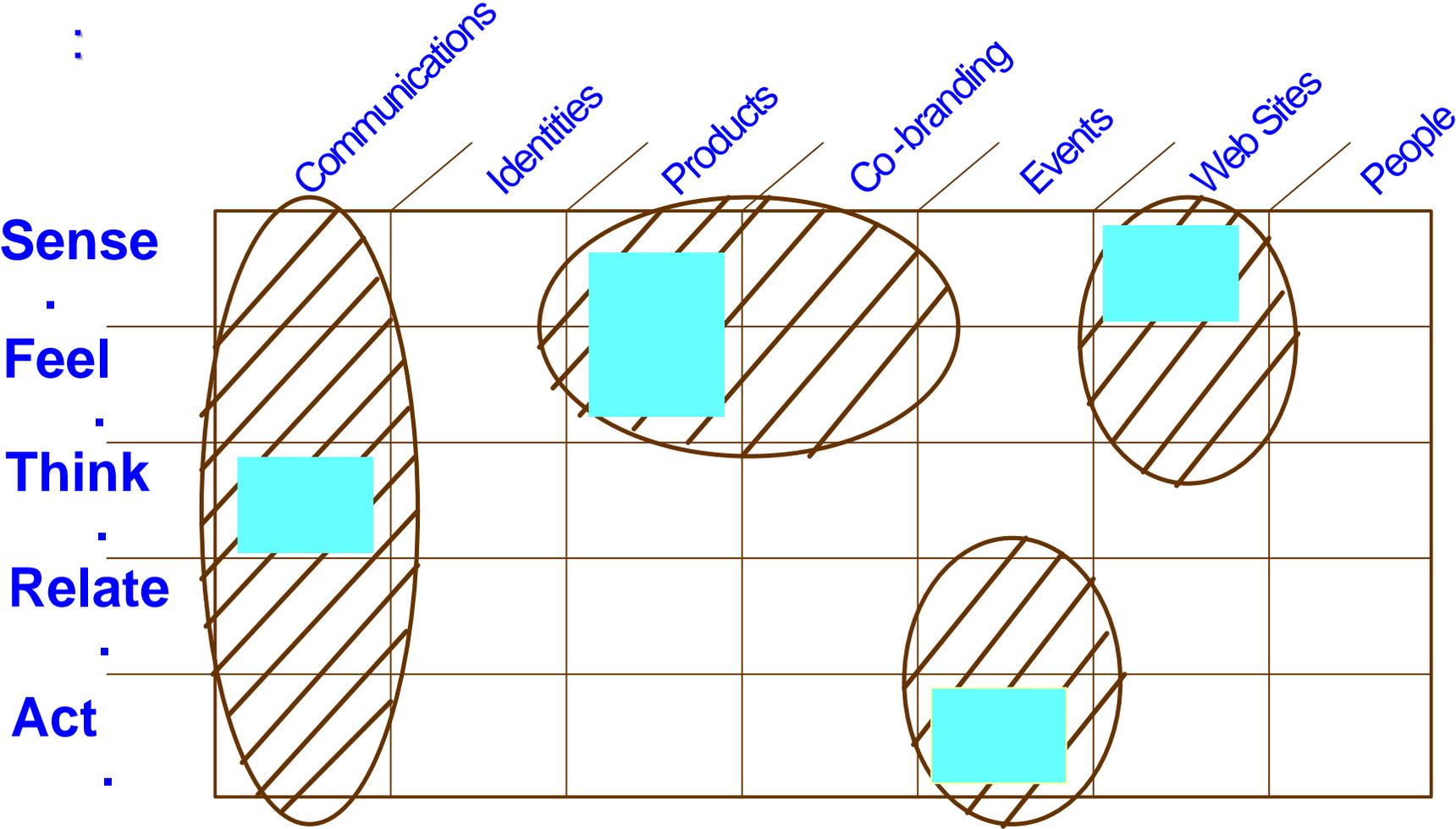


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	<ul style="list-style-type: none"> -
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	<ul style="list-style-type: none"> - <p style="text-align: center;">Hub Mall</p>

	<ul style="list-style-type: none"> - 가 가 -
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Experiential Grid

- Bernd H. Schmitt -



- 가
- 가
-



1. 가

- 가 IR , 가
- 가 IR
- 가 IR

2.

- Nike(Performance), VISA card(Leadership), Coca-Cola(Dynamic)

3. 가

- 60 , 가