



M/S 1

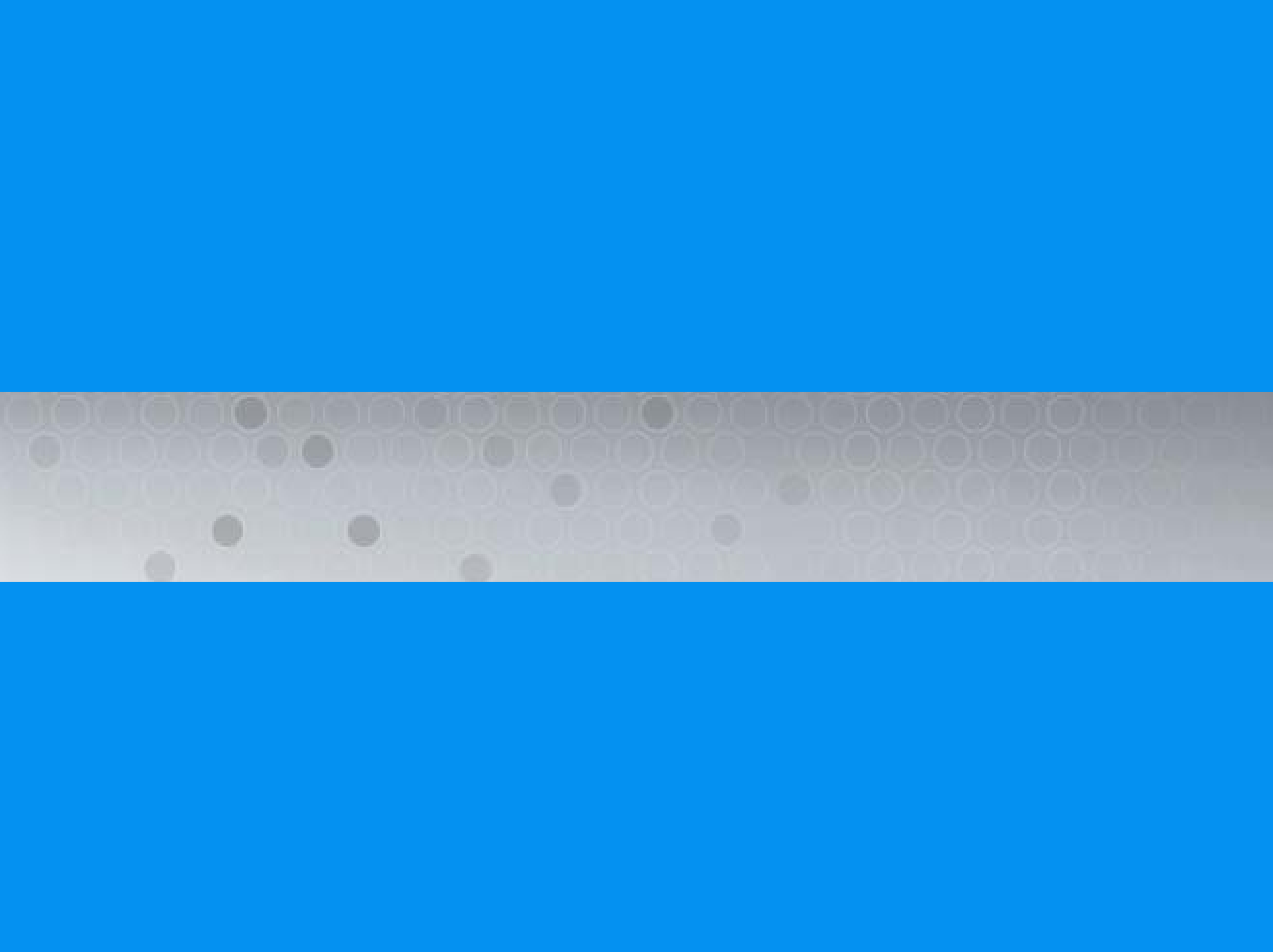
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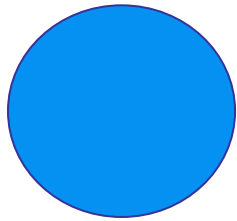
2003 June



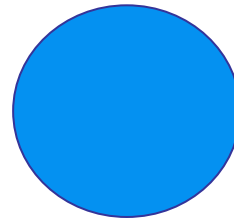


el
Elastine





00 12 18%
5 5 %



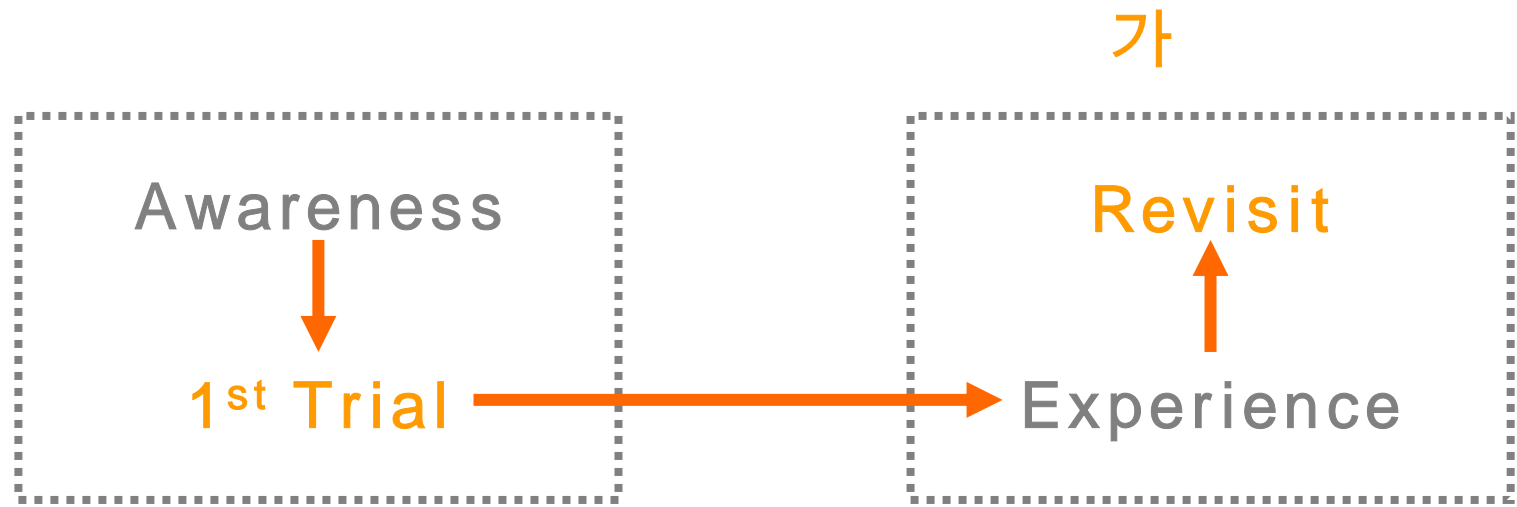
00 12 4
02 12

M/S	14.7%	14.1%	13.3%	6.3%
	11.3%	20.5%	18.5%	7.2%
	44.3%	41.5%	36.8%	23%

[: ,03.01]

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M/S 1 가



1st Trial

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Revisit



Experience

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Product

1st Trial

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1st Trial

Communication

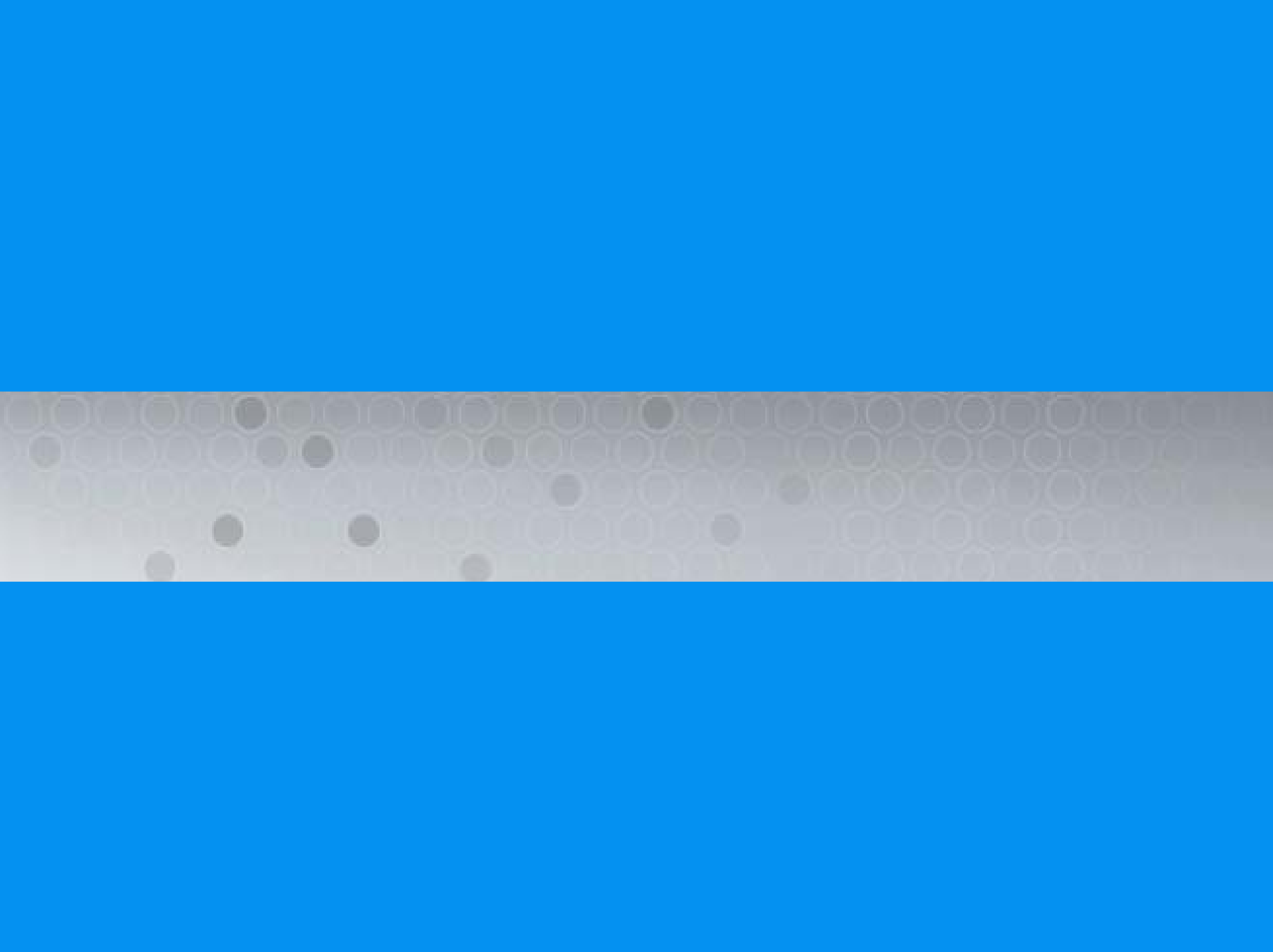
M/S 1

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Comm.
1st Trial

1st Trial

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가

: 25 ~ 34



Pretty Woman

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가

가

,
Loyalty가

Comm.

가

가

: 13 ~18

Beauty Puppy



- 가
- 가
- 가

가

가

가

: 19 ~24



Ready Lady

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- 가
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Comm.

가
가

가

19 ~24

가



Ready Lady

Comm.

가

19

~24

가

Ready Lady

Beauty Puppy



• Beauty Puppy



• Pretty Woman

Pretty Woman

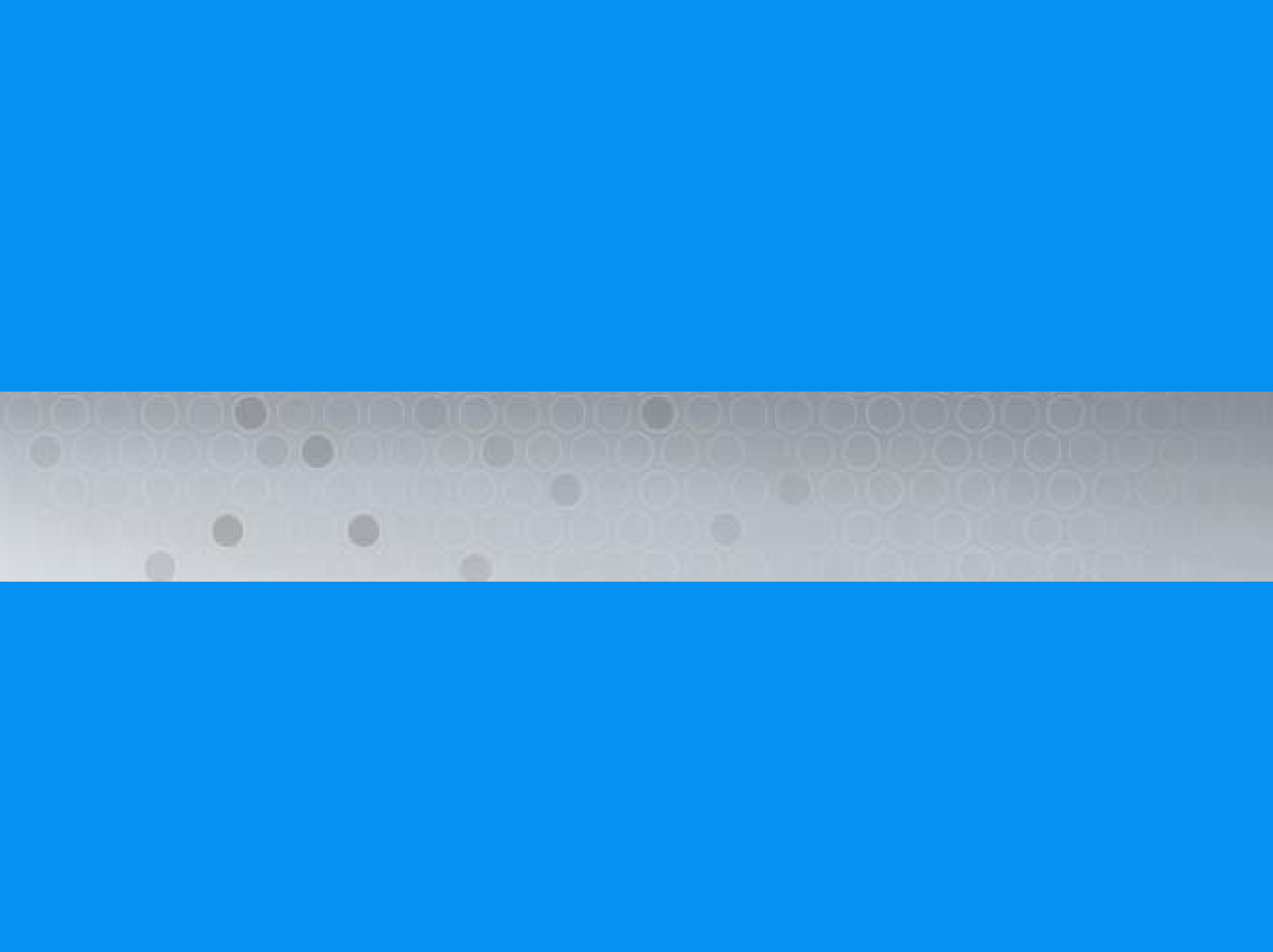


Loyalty

Pretty Woman

Beauty Puppy

Bridge Target



M/S 1

Comm.

For What 1st Trial

To Whom Comm.

Ready Lady

What to do

Loyalty

el
Elastine



1st Trial

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Off



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On - Line

1st Trial

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Big Promotion

Customize
Killer Contents

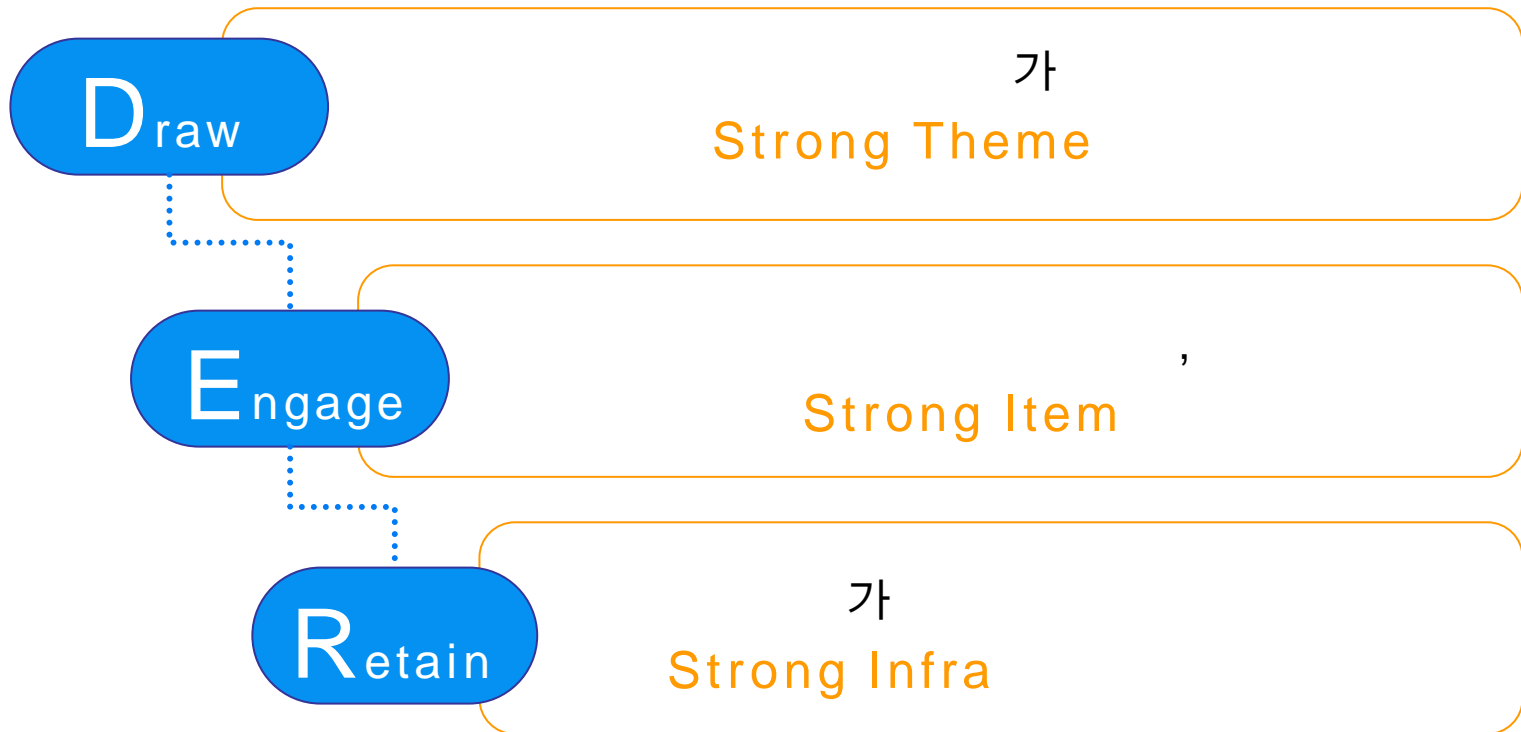
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(DER)

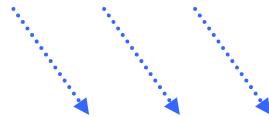


DER

W_{ho}

W_{hat}

W_{here}



D_{raw}

E_{ngage}

R_{etain}

,

The image features a solid blue background. A horizontal band of overlapping circles in various shades of gray and white spans the width of the image. The word "Draw" is written in a blue, sans-serif font, positioned on the right side of the image, partially overlapping the circle band.

Draw

Draw – Strong Theme
Ready Girl



Ready Lady

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- 2534 1318
- 가 ...

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Draw

– Strong Theme

Strong theme

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Draw – Strong Theme

Ready Lady



Ready Lady

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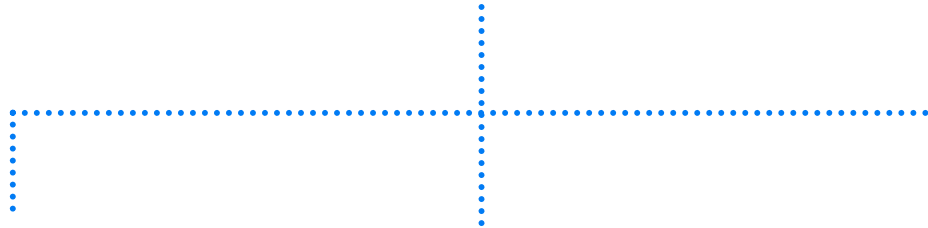
,

Draw
Draw

– Strong Theme
Map

Strong Theme

&





Engage

Engage
Theme

– Strong Item
Item



&



College

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Engage – Strong Item

1	Title	“卒業”
	Promotion	Hair Beauty
	Website	가 Beauty
2	Title	“卒業”
	Promotion	Hair Beauty
	Website	, Beauty
3	Title	“卒業”
	Promotion	Hair Beauty
	Website	Beauty

Engage

– Strong Item

1

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卒業

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' vs '



- 가
- Before&After



2004.03.01 ~ 04.30 (2 / 1 2)



- 1 (5) : ' 卒業' (*)
- 2 (30) : Hair Styling & Clinic Ticket (*)
- 3 (100) : (*)
- 4 (500) : LG (*)

Engage – Strong Item

< 卒業 >



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Before&After

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Engage – Strong Item

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Engage

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- Strong Item

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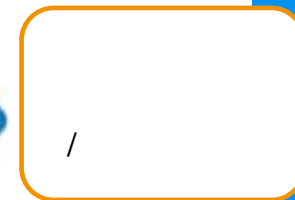
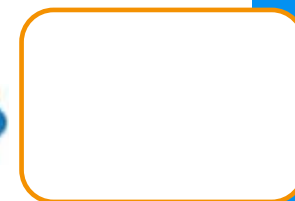
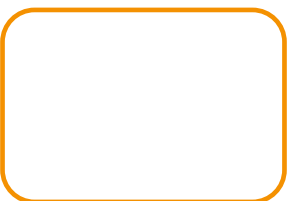
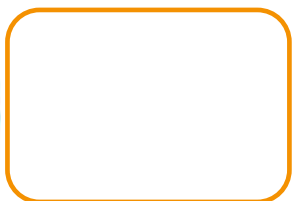
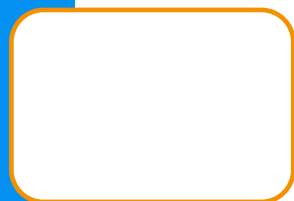
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Engage – Strong Item

2 – , < 卒業 >

2004.05.03 ~ 06.27 (2 / 1 2)

- 1 (5) : " " → ,
- 2 (30) : Hair Styling & Clinic Ticket (*)
- 3 (100) : (*)

- 1 (5) : " " → ,
- 2 (30) : Hair Styling & Clinic Ticket (*)
- 3 (100) : (*)
- 4 (10,000) : → 2
→ (> , 10% / , 20%)

Engage – Strong Item

< 卒業 >

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해어전설

해어전설 소개하기

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Engage – Strong Item

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Engage – Strong Item

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Engage

– Strong Item

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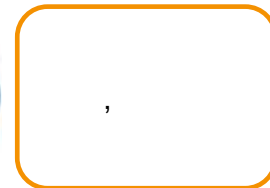
-

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‘Cosmetic’



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2004.11.01 ~ 11.26 (1)



- 1 (5) : ‘ 卒業 ’ (*)
- 2 (30) : Hair Styling & Clinic Ticket (*)
- 3 (100) : (*)
- 4 (500) : LG

Engage – Strong Item

< 卒業 >

(4)



Engage – Strong Item

< 卒業 >

(5)

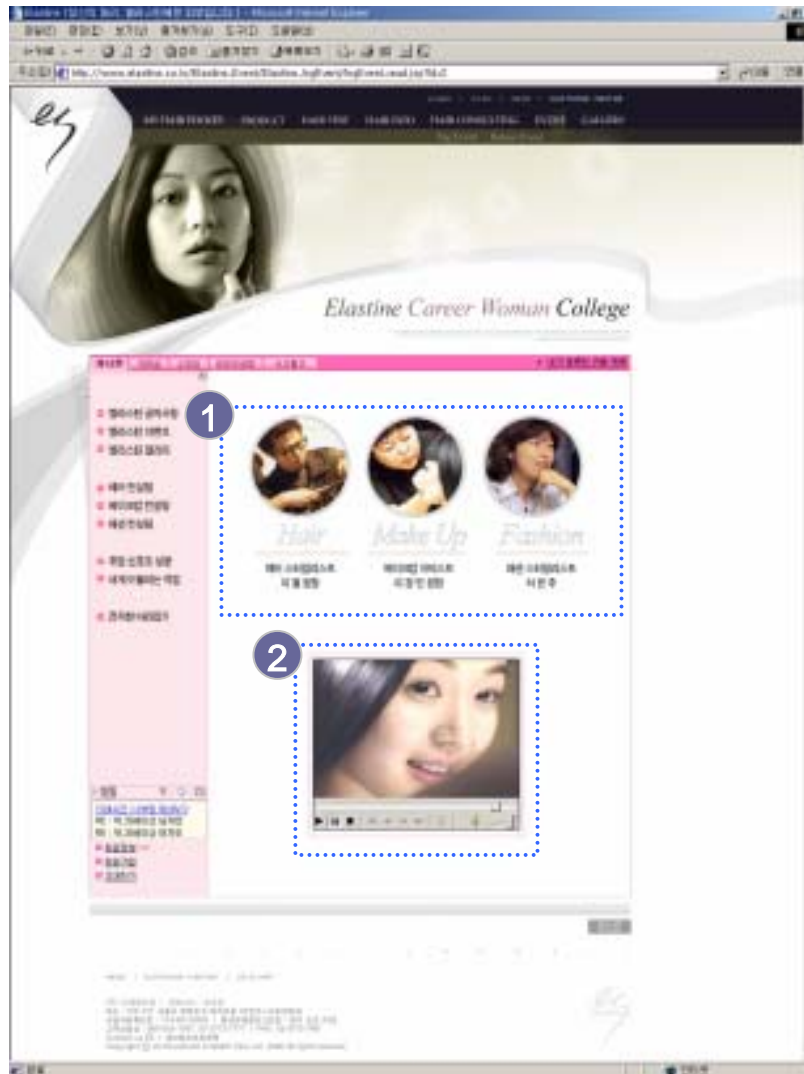


Engage – Strong Item

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Engage – Strong Item Engage Co - Work



- Inside → 가
- College 가
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Inside



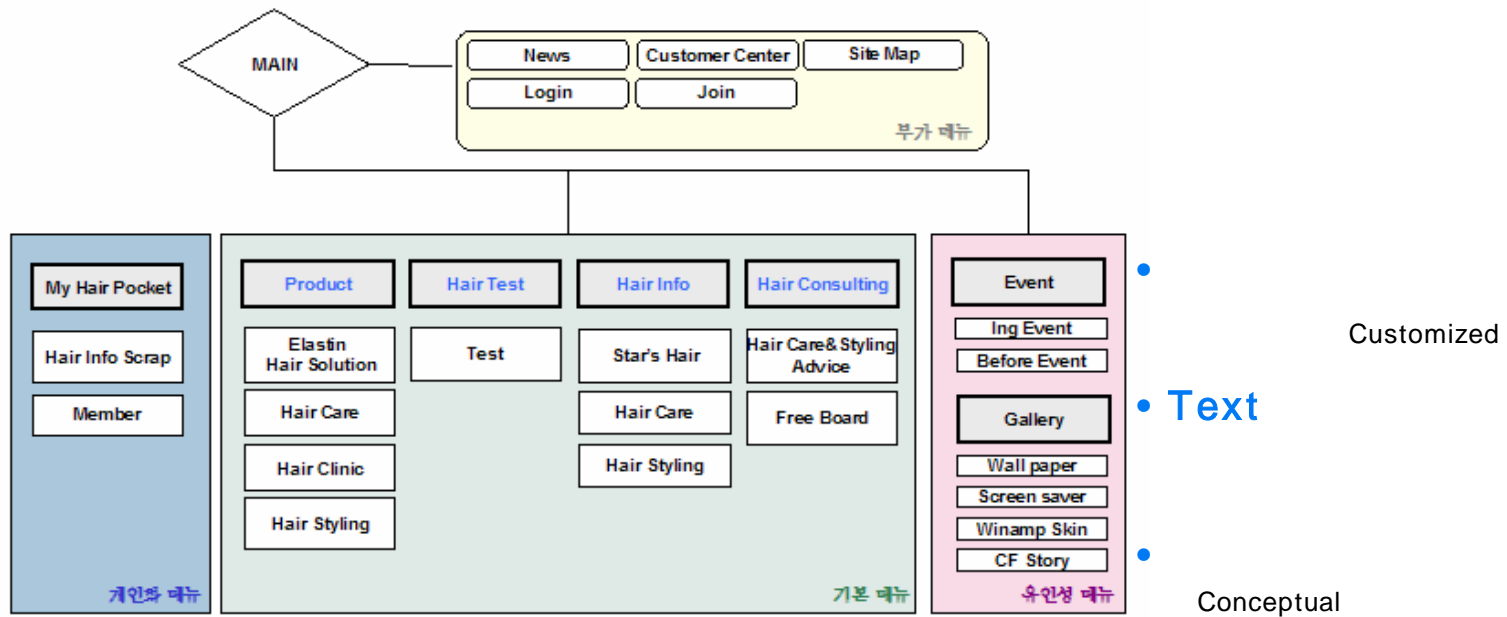
WINWIN



Retain

Retain Infra

– Strong Infra



Retain – Strong Infra
Renewal Keyword



Star & Community

Killer Contents 가

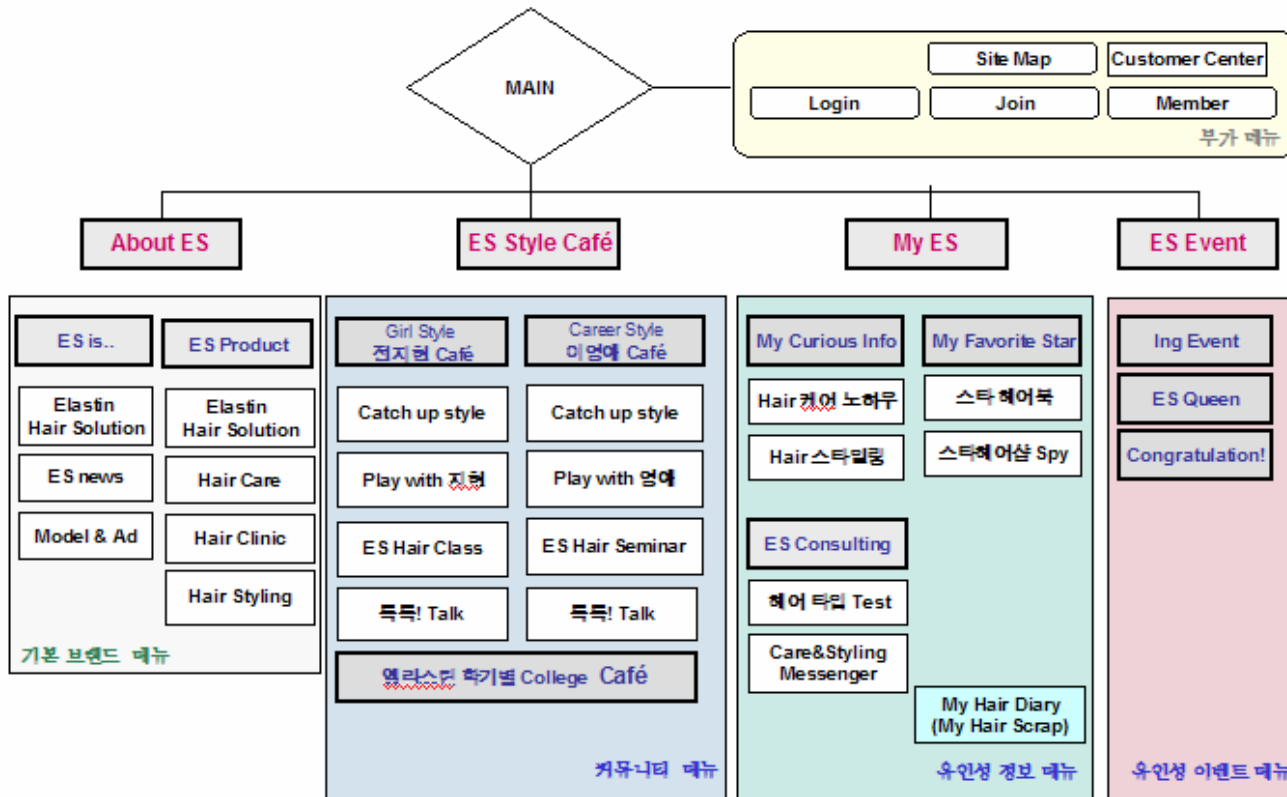
- Contents
-

Contents

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Retain – Strong Infra Renewal

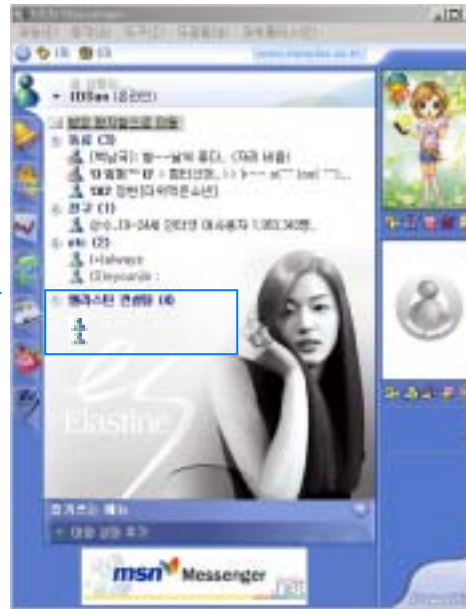


- Star Community
 - Hair Info Hair Consulting, My Hair Scrap
- 가 Retain

Retain – Strong Infra

Retain

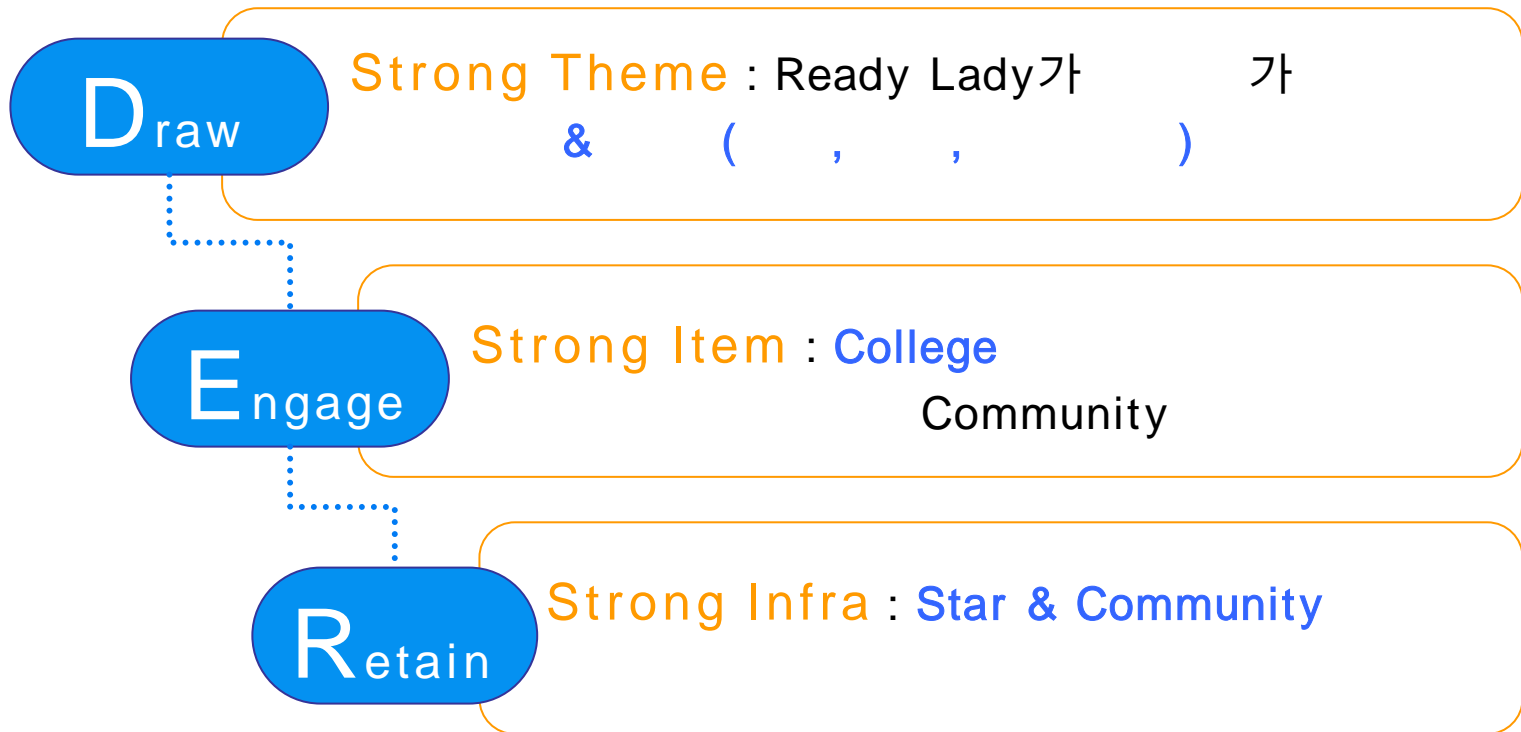
Tip



- , 가 .
- Text가
- (,)
- 가 Contents 가

DER

College





el
Elastine

Ready Lady

Scenario

Scenario Finding 1. – Ready Lady, 가



- 2~4 & .
- PC .
- 7 & .

* Ready Lady 196

, Patzzi.com 2003. 01

, IP

Scenario Finding 2. – Ready Lady,

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Pattern 01 >

, , ,

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Pattern 02 >

(Yes 47% / No 49% / etc 4%)

Pattern 03 > , make - up

. (Yes 58% / No 42%)

Pattern 04 >

,

, 가 . (Yes 43% / etc 57%)

* Ready Lady 196

, Patzzi.com 2003. 01

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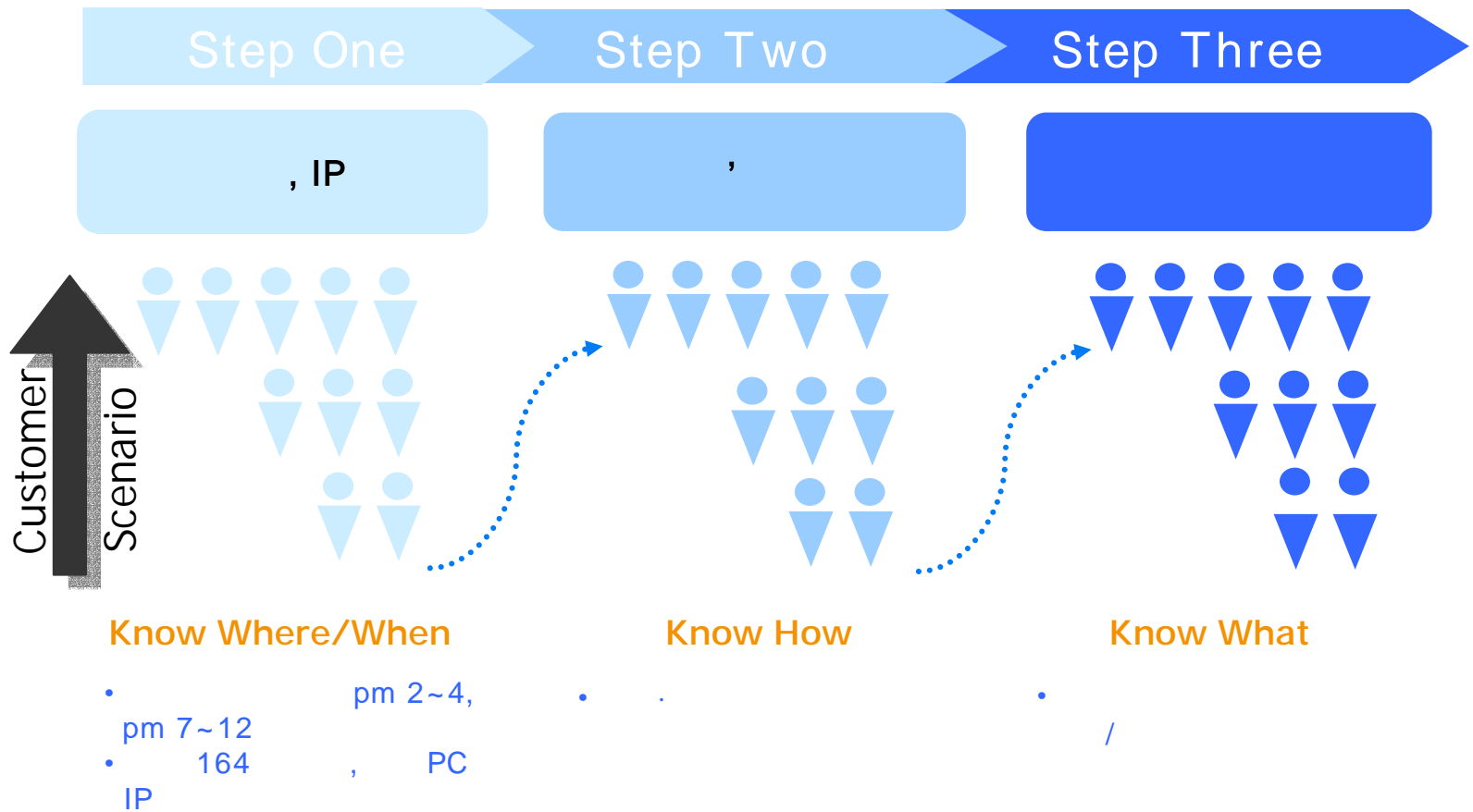
Scenario Finding 3. – Ready Lady

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Event Schedule		Media / Channel	Creative Type		
	()	* * *	* * *	= = =	= = =
	() ,	* * / * MSN Plus	* *	= =	= =
	()	* * *	* *	= =	= =

Scenario

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Mix

Schedule		Media	Channel(Vehicle)	
	/	Naver	*	/
	/	Netmarble / Maxmp3	*	
		Patzzi / Miclub	*	/ .
		DCINSIDE / Intizen	*	/
	/	Daum / Netian	*	/
		Cyworld / Sayclub	*	/
		Patzzi	*	/ .
		MSN plus	*	
	/	Daum / Chol / MSN	*	/
		Cyworld / Sayclub	*	/
		Yeozaawa	*	/ . .
		164 /Incrut	*	/ 가

, Mix

Media	AD Type	CPM	Reach	Freq.	Period	Cost
Naver	Floating	20,000	100	1+	1 month	2
Netmarble / Maxmp3	Pop - under	5,000	200	1+	1 month	1
Patzzi / Miclub	Floating	10,000	100	1+	1 month	1
DCINSIDE / Intizen	Pop - Under	5,000	185	1+	1 month	9 2 5

& Mix

Media	AD Type	CPM	Reach	Freq.	Period	Cost
Daum / Netian	Floating	20,000	200	1+	1 month	4
Cyworld / Sayclub	Pop - under	8,000	100	1+	1 month	3
Patzzi	Floating	10,000	85	1+	1 month	8 5
MSNplus / Buddybuddy	Pop - under	4,000	100	1+	1 month	4

&

Mix

Media	AD Type	CPM	Reach	Freq.	Period	Cost
Daum / Chol / MSN	Floating	15,000	200	1+	1 month	3
Cyworld / Sayclub	Pop - Under	8,000	200	1+	1 month	1 6
Yezawa	Floating	10,000	85	1+	1 month	8 5
164 /Incrut	Pop - Under	5,000	100	1+	1 month	5

19~24

*ADCLICK 2002

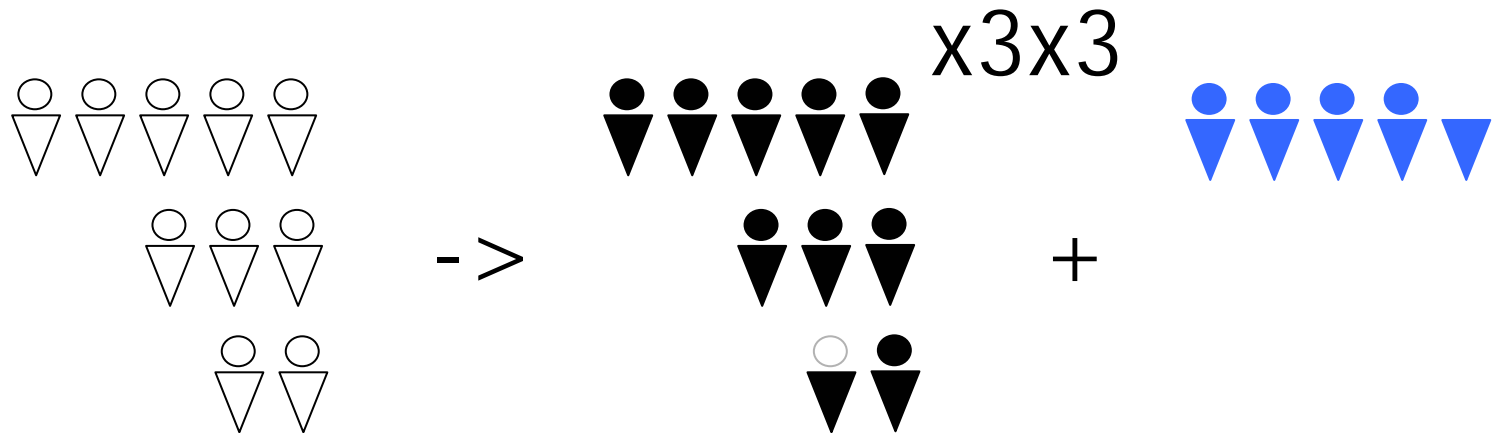
1,953,343

Floating

99%

9

5%



Reach 99% 9 +
17,550,000 Imps 855,000 Clicks



LG
KT

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2003 June

