



M/S 1

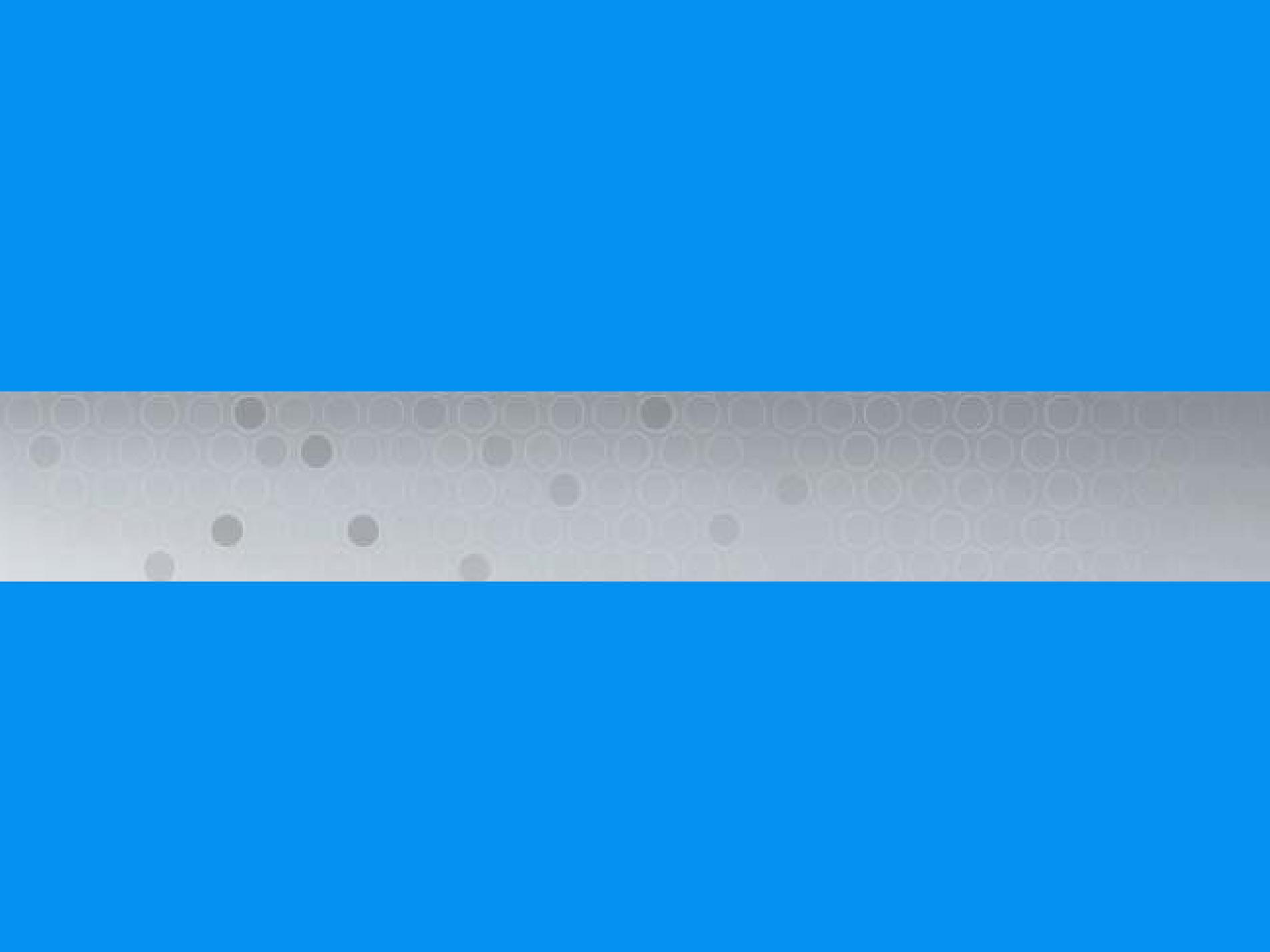
'가
.

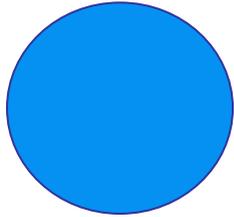
2003 June



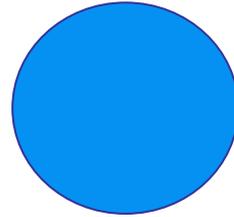


el
Elastine





00 12 18%
55%



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]

가

M/S 1 가



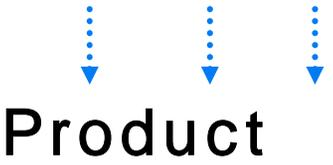
1st Trial

...



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가

1st Trial

...



1st Trial

Communication

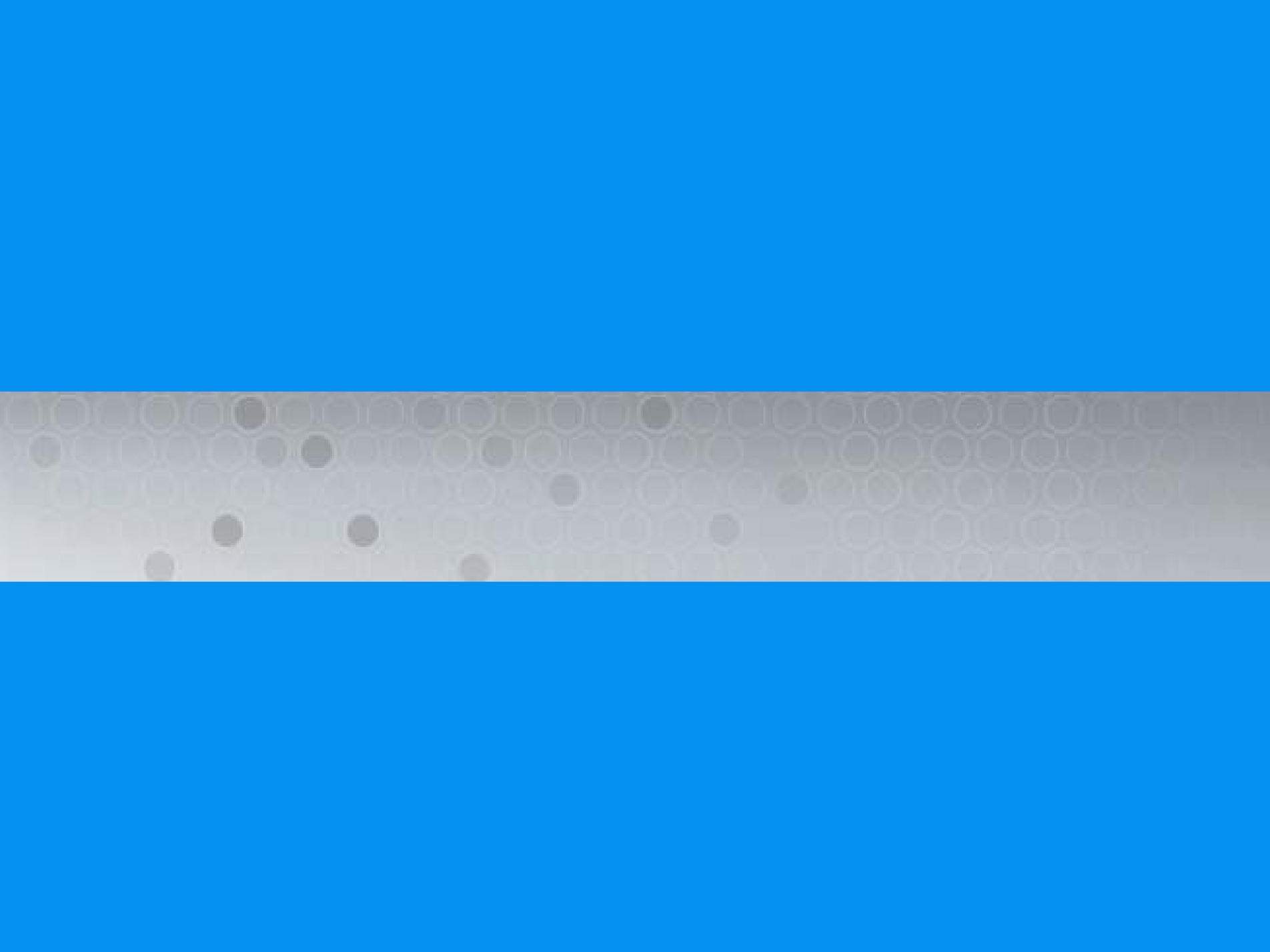
M/S 1

...

Comm. 1st Trial

1st Trial

가



가

가

: 25 ~34



Pretty Woman

-
-
-

가

가

Loyalty가

Comm.

가

가

: 13 ~18



Beauty Puppy

- 가
- 가
- 가

가

가

가

: 19 ~24



Ready Lady

- 가
- 가
- 가

,

Comm.

가
가

가

19 ~24

가



Ready Lady

Comm.

가
19

~24

가

Ready Lady

Beauty Puppy



• Beauty Puppy



• Pretty Woman

Pretty Woman

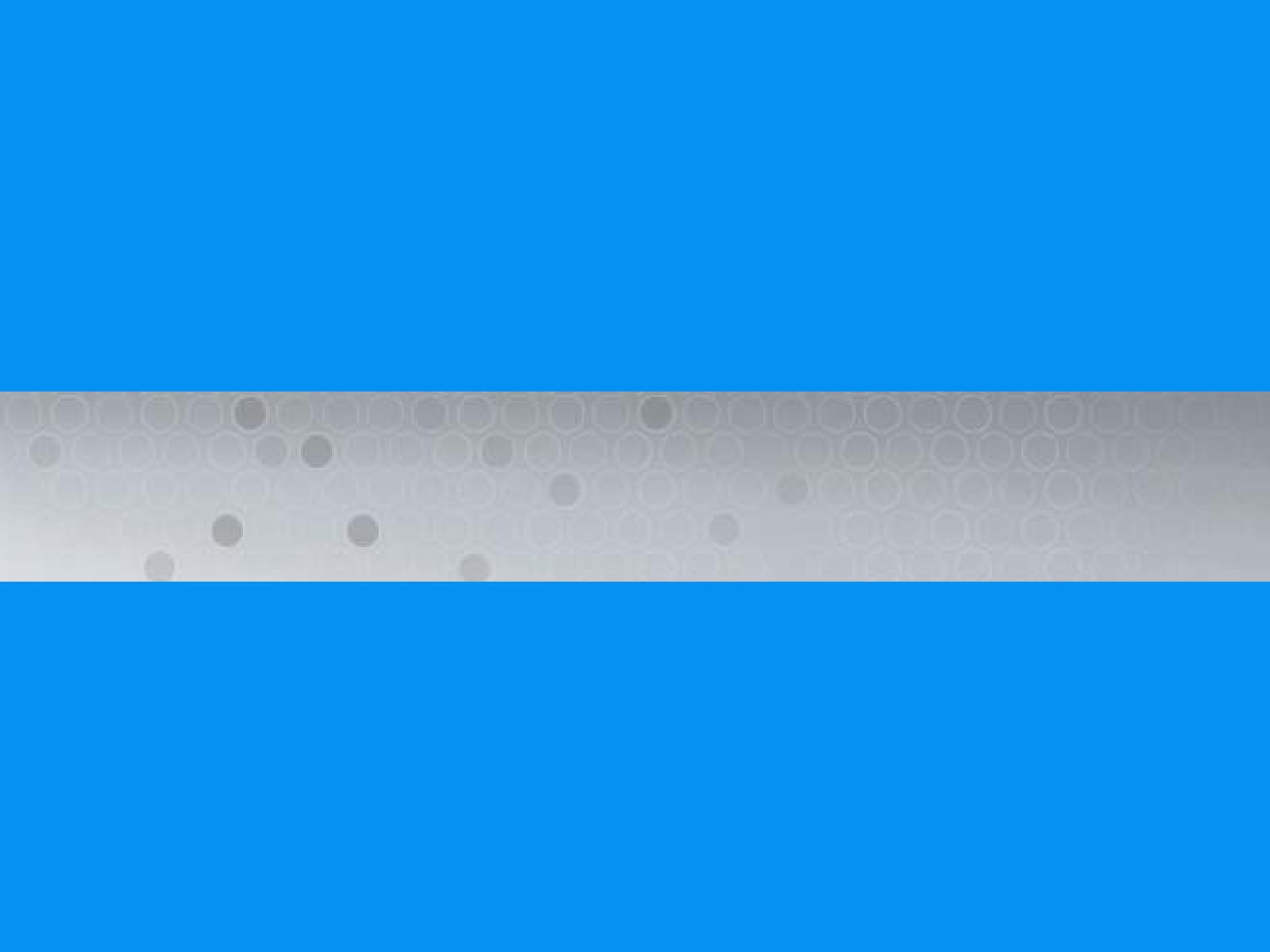


Loyalty

Beauty Puppy

Pretty Woman

Bridge Target



M/S 1

Comm.



For What 1st Trial

To Whom Comm.

Ready Lady

What to do

Loyalty

el
Elastine



1st Trial

-

Off



-
-
-

On - Line

1st Trial

가

Big Promotion

Customize
Killer Contents

-
-
-

가

가

가

(DER)



DER

Who

What

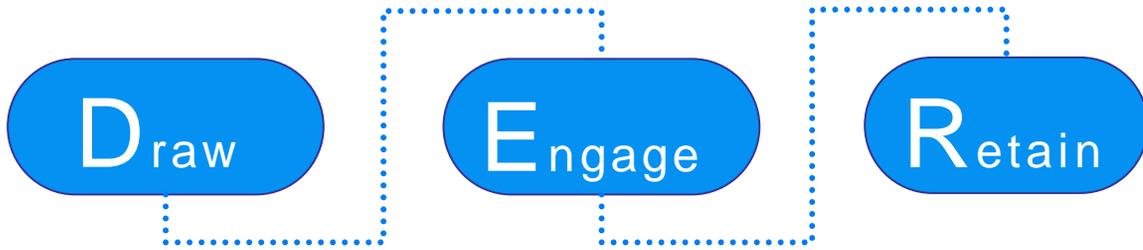
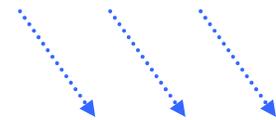
Where

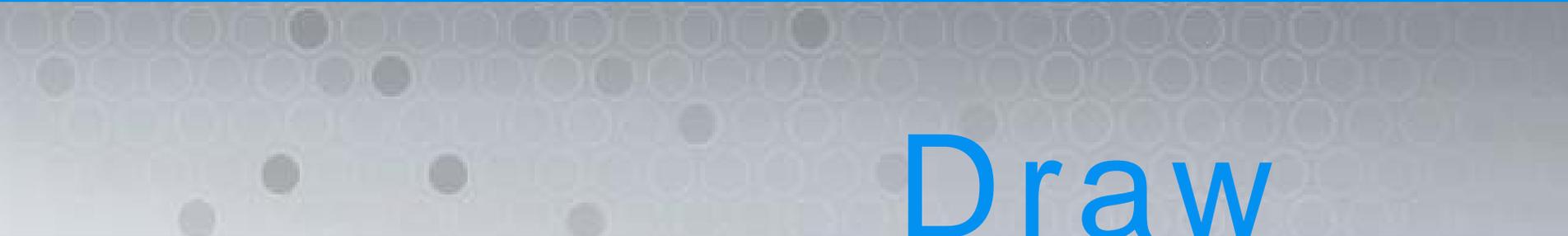
Draw

Engage

Retain

,





Draw

Draw – Strong Theme
Ready Girl



Ready Lady

- , , , 1318
- 2534 가 ...
-

가

Draw

– Strong Theme

Strong theme

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&

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가

,

Draw – Strong Theme
Ready Lady



Ready Lady

-
-
-

가

가

가

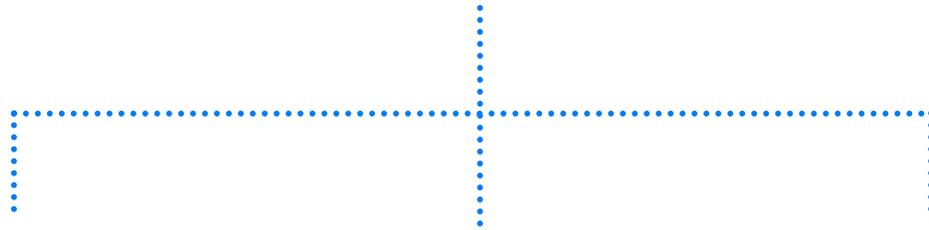


Draw
Draw

– Strong Theme
Map

Strong Theme

&





Engage

Engage
Theme

– Strong Item
Item



&



College

- ()
- (, ,)
-

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

-

,

<

卒業

>



' 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 >



1
2

Before&After
가

Engage – Strong Item

1

–

,



1

“ / / ”
- ? / /

2

Engage

- Strong Item

2 -

, < 卒業 >



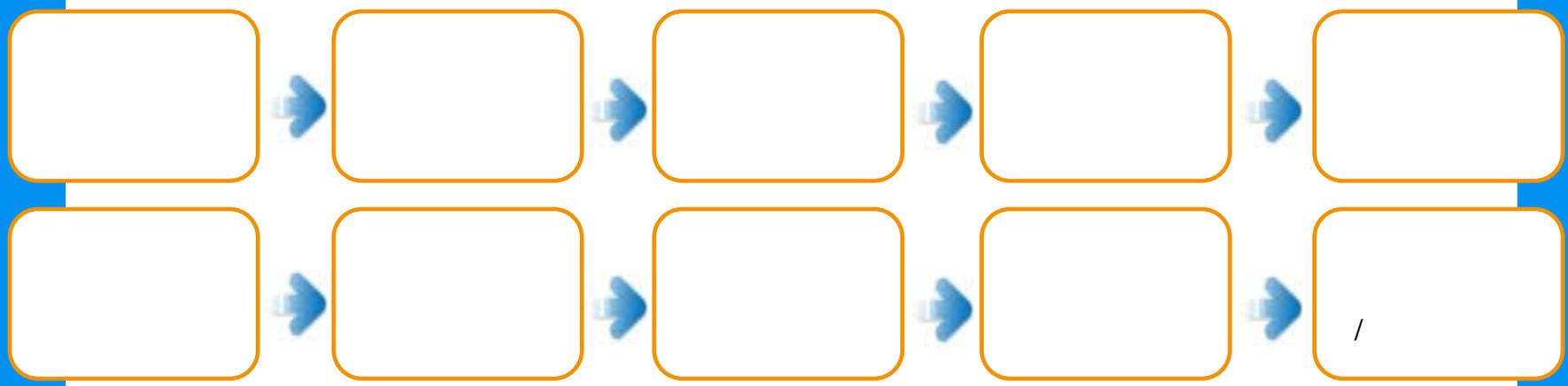
, /



- < > < >

-
-

/



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 > —



1
2

가

()

Engage – Strong Item

< **卒業** > —



()

Engage – Strong Item

2



1 “ / / ”
- ()
()
2 ()

Engage

– Strong Item

3

–

,

<

卒業

>



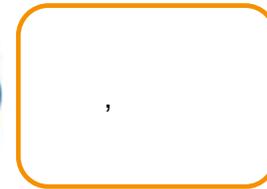
-

-

-



‘Cosmetic’



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

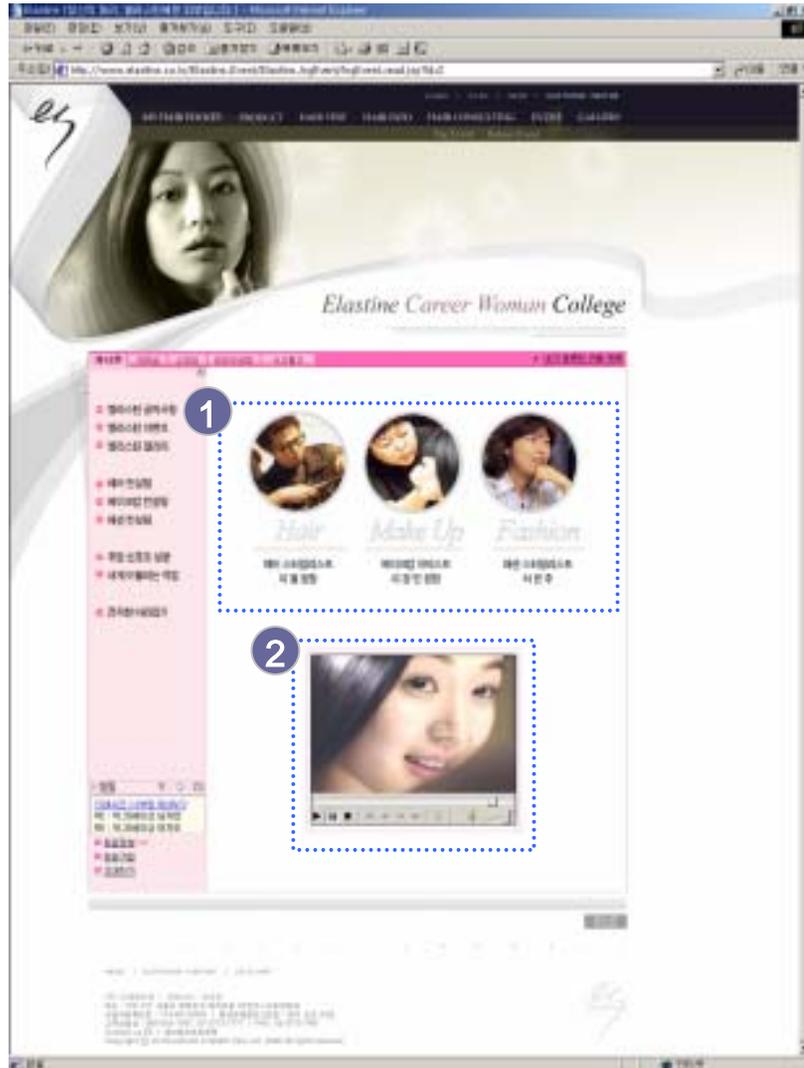
< 卒業 >

(5)



Engage – Strong Item

3

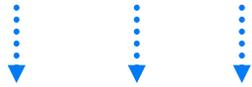


1 “ / / 가 ” / /

2

Engage
Engage

– Strong Item
Co - Work



- Inside → 가
- College 가
-

Inside



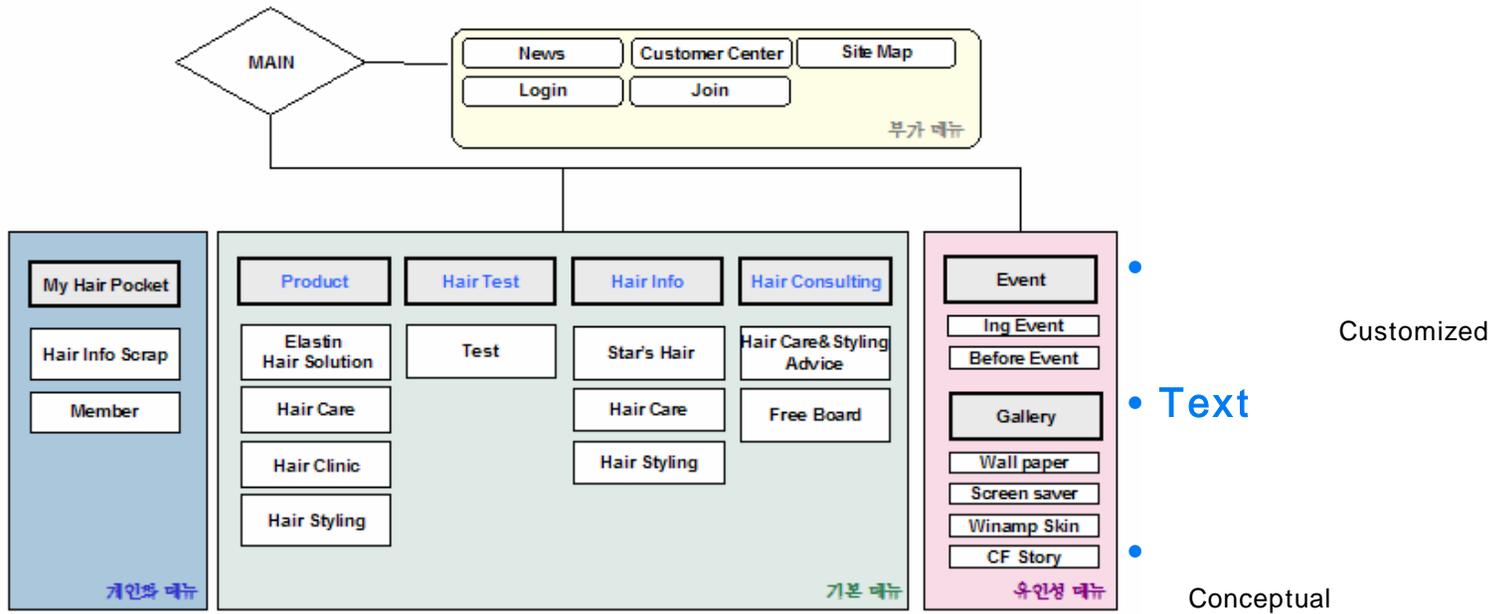
WINWIN



Retain

Retain Infra

– Strong Infra



Retain – Strong Infra
 Renewal Keyword



Star & Community

Killer Contents 가

- Contents
-

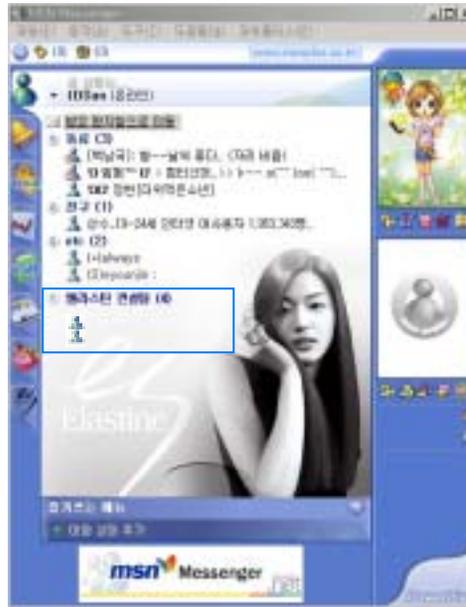
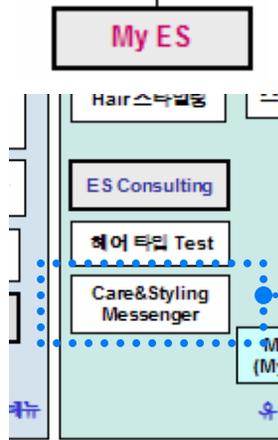
Contents

가

가

Retain – Strong Infra Retain

Tip



- Text가 , 가 .
- (, 가) Contents 가

DER

College





E
Elastine

Ready Lady

Scenario

Scenario Finding 1. – Ready Lady,

가



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

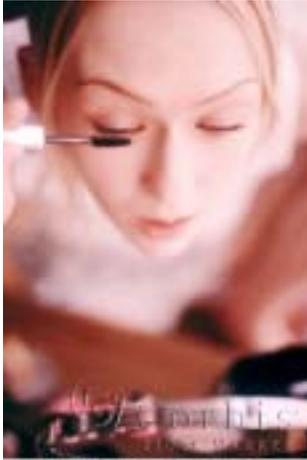
* Ready Lady 196

, Patzzi.com 2003. 01

, IP

Scenario Finding 2. – Ready Lady,

?



Pattern 01 > , , ,
 , .

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

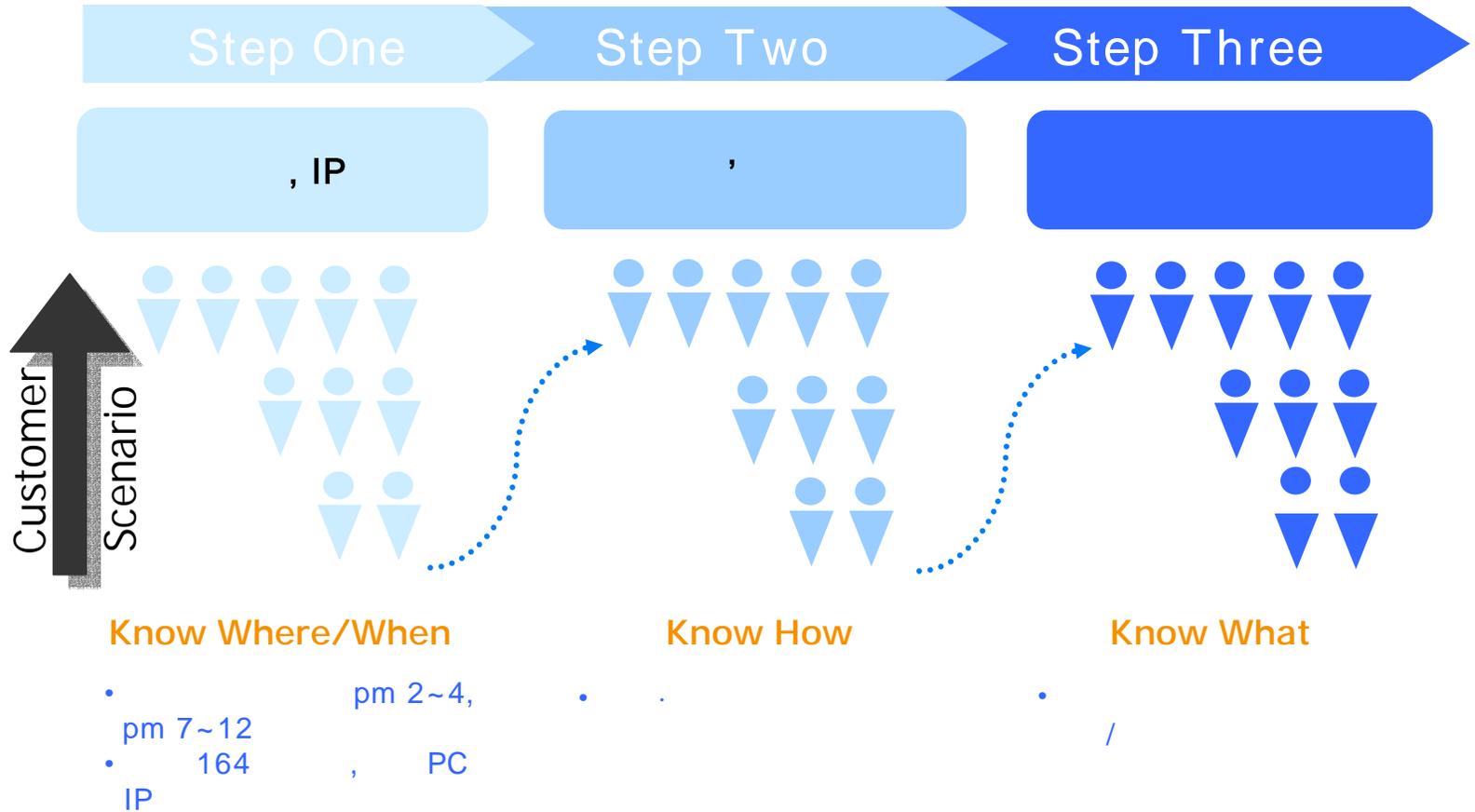
,

Scenario Finding 3. – Ready Lady

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

Scenario

가



/ /

Mix

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

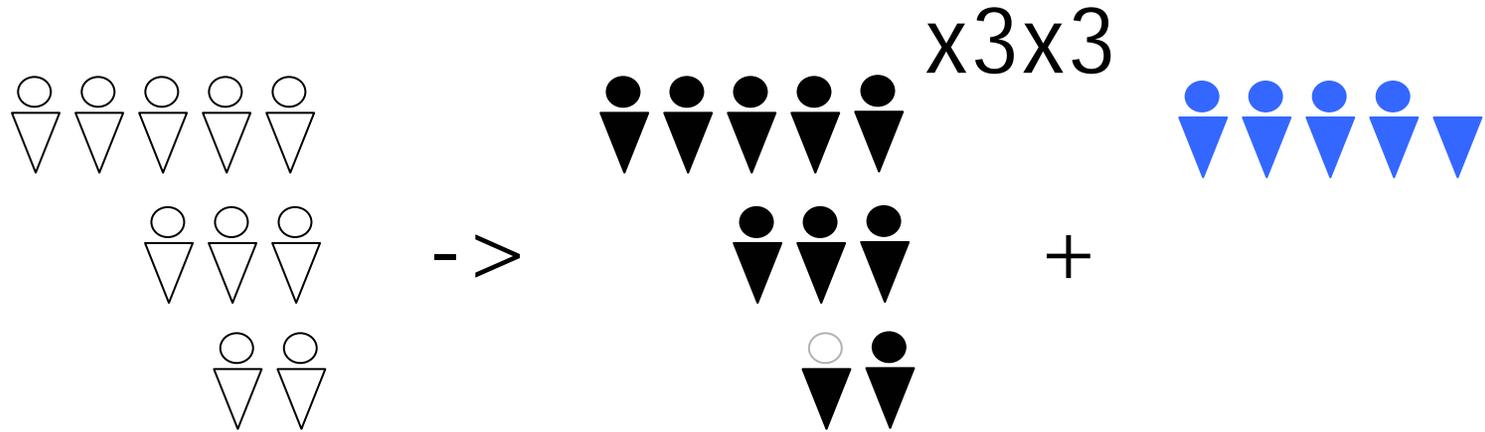
1,953,343

Floating

99%

9

5%



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

엘라
Elastine

LG
KT

'가
?

2003 June

