

가

2006.3.23

9FRUITSMEDIA

- 1.
- 2.
3. Naver Blog/Café
- 4.
5. Key Learning

1.

Campaign Summary

Title	가 ! !
Period	2006 1 23 ~ 3 16 (53)
Objective	- 가 - 가
Target	Main : 20~39 (Sub : 10 , 40)
Strategy	2006 가 , - 가 - EDM

Promotion Summary

가 ! !				
Event	Title	Mechanic	Prize()	Creative
1	가 , !	가	•KTX 10 (30) • U10(4) •PMP(3) • #1(4) • (50) • 1 (100)	
2	!	3가 1 1 11 1 (1 3 가)	• + (220) • 50 (12)	

2.



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TVCF



■ _____ 1

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- 가

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■ _____ 2

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가 ,

1



•Event Main page

-
- 1,279)
-
-

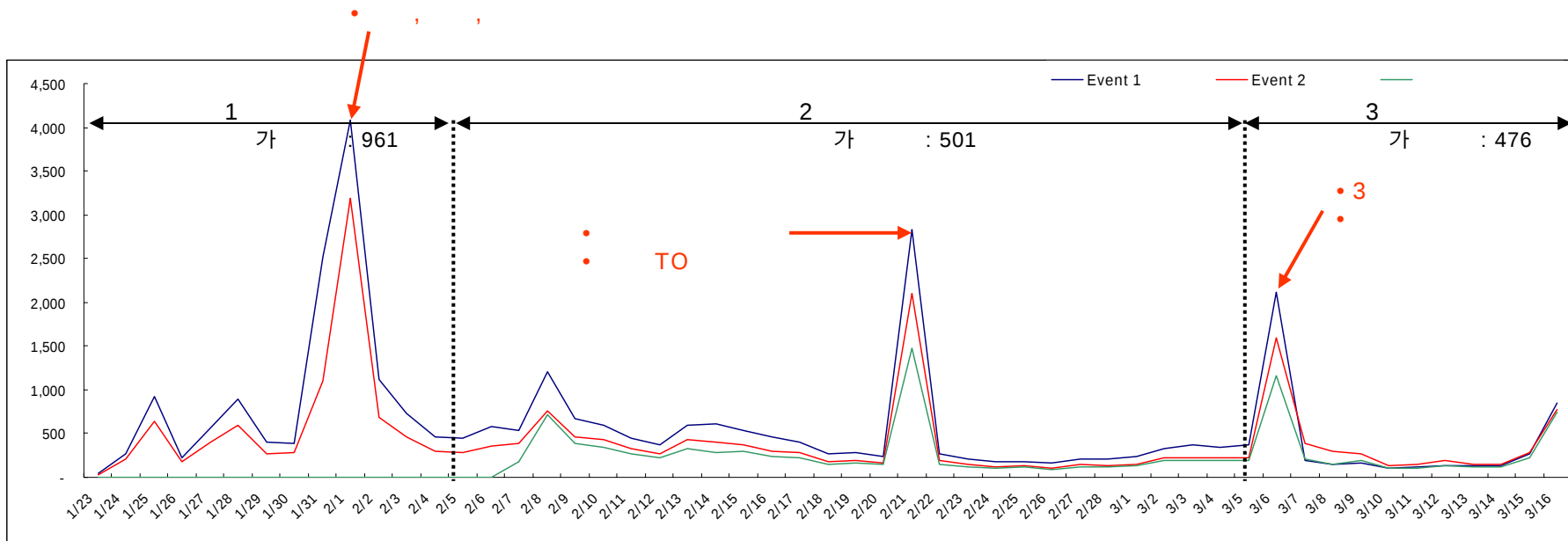
Event1

(가 : - 588 , -
 , 가

2



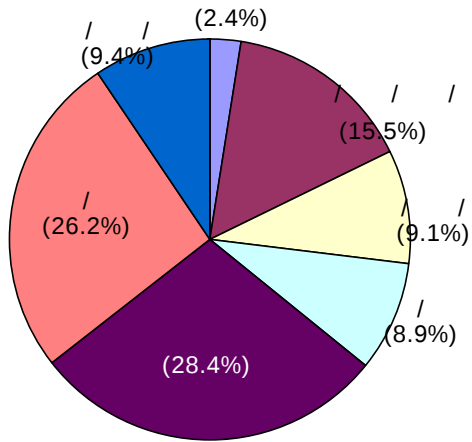
- Event2 가
- Event2 (Event2 : - 152 ,
- 226)
- (/TVC / /)



		TOTAL	1		2		3	
			1/23~2/5 (14)	1	2/6~3/5 (28)	1	3/6~3/16 (11)	1
가		32,734	13,460	961	14,034	501	5,240	476
Event 1		31,124	13,055	933	13,718	490	4,351	396
Event 2		22,457	8,628	616	9,451	338	4,378	398
		28,659	11,369	812	11,994	428	5,296	481
		10,435	-	-	7,166	256	3,269	297
		27,647	-	-	16,042	573	11,605	1,055

- 가 Event 2
- Event 1 38%
- 1 3.5
- Special
-

가



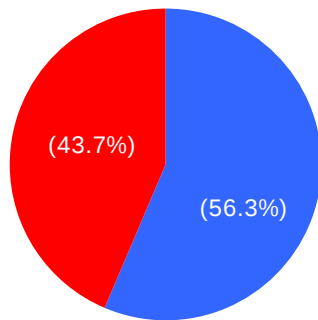
가	가	가
	775	2.4%
/ / /	5,058	15.5%
/ /	2,987	9.1%
/	2,928	8.9%
	9,312	28.4%
/	8,589	26.2%
/ /	3,081	9.4%
	4	0.0%
TOTAL	32,734	100.0%

✓ 20~39 가 73.7%

가 ,

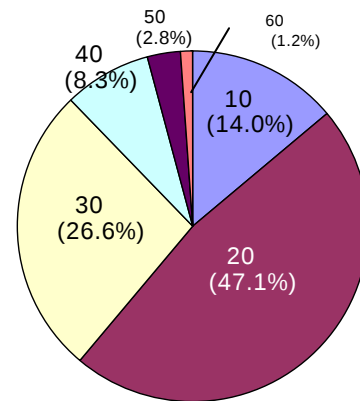
✓ 54.6% 가 ,
'15.5%'

가

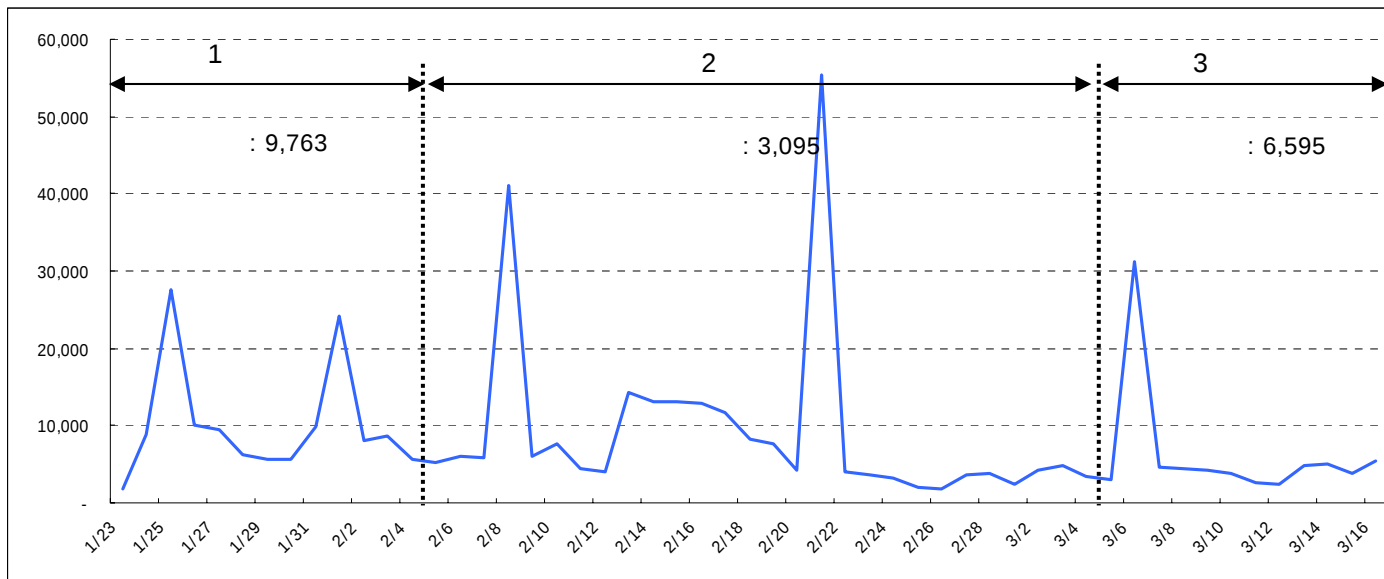


가	가	가
	18,434	56.3%
	14,300	43.7%
TOTAL	32,734	100.0%

가



가	가	가
10	4,574	14.0%
20	15,426	47.1%
30	8,706	26.6%
40	2,707	8.3%
50	926	2.8%
60	395	1.2%
TOTAL	32,734	100.0%



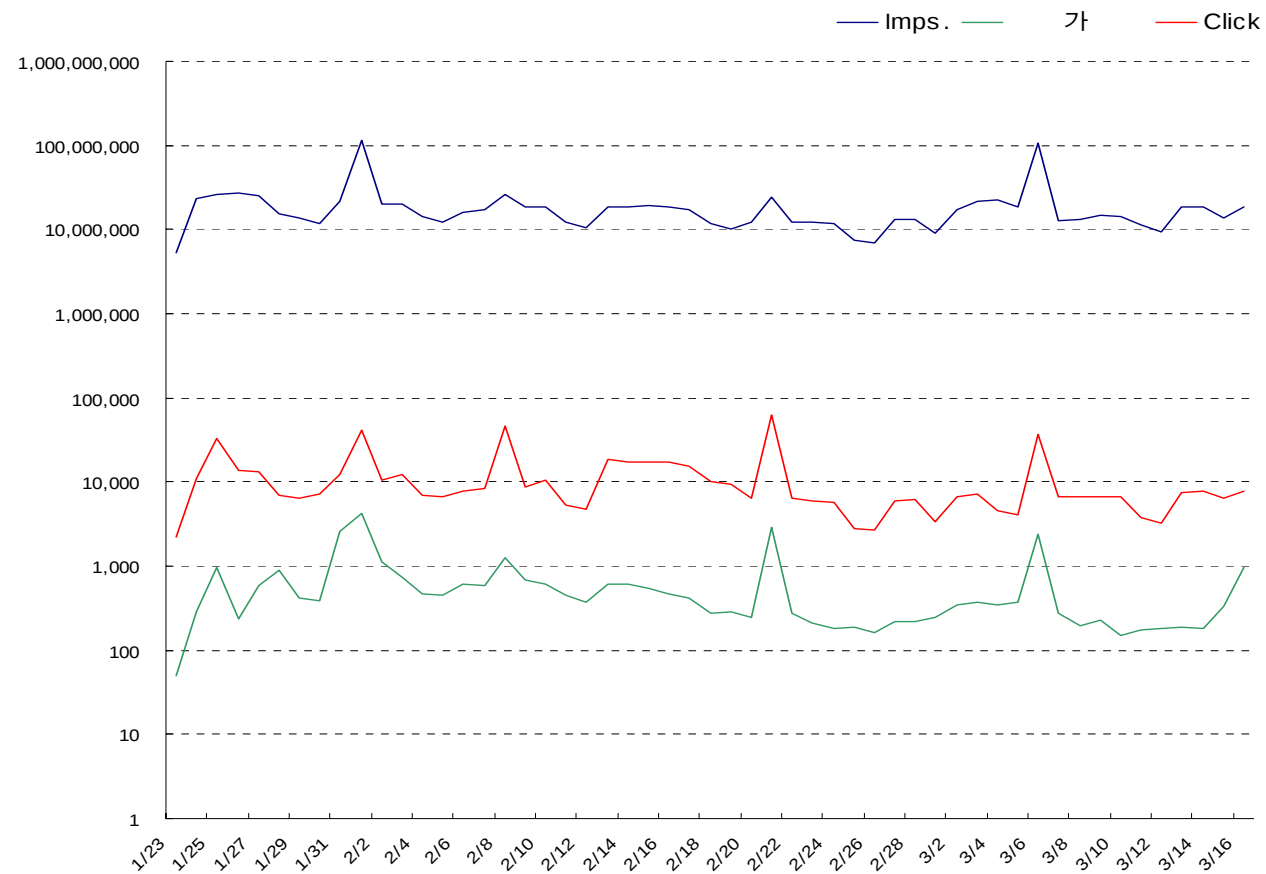
	Post click	Post View	Post Visitor
	390,929	47,654	435,917
1	159,082	20,717	178,715
2	44,089	15,403	59,057

* Post Click : ()
 * Post View : ()
 * Visitor : Post Click + Post View ()



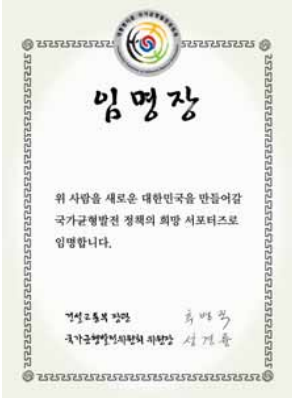
✓ 435,917 438,583
 ✓ Special

●



EDM Communication

- 가

				EDM	
	가	,	가	가	가 , ' 220'
				10	
	1 23 ~ 3 16	3 6 ~ 3 16	3 6 ~ 3 16	3 7	3 20
Creative					

Result Summary

- ,
- 가 (/)
- 가
- 5~10% ,
- (284,720) 가
- (32,734)가 11%
- 가 , Post Visitor()
- 435,917
- mail communication

3. /

Naver Blog

- : 1 20
- : 가

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$$- \left[\begin{array}{c} \\ \\ \end{array} \right]$$


	25,907
	488
	5,241
	204



488

(302)

□ □

2

Naver Blog

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✓ 2, 3

✓

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✓



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Naver Blog

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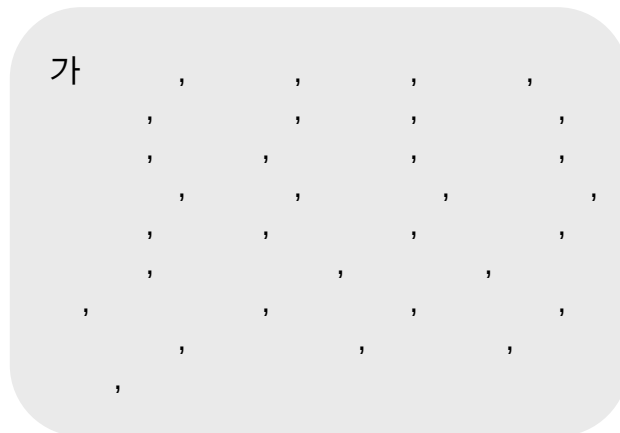
4,549

156

	4,549								
			86	2/3-2/13				120	2/10-3/16
			70					173	
			102					260	
			156					386	
			149	2/10-3/16				182	
			95					296	
								128	
								108	
								95	
			126					136	
								154	
			224					98	
			154			SOD			
			224					121	
								147	
			156					75	
								178	
			141					209	

Naver Blog

- - 가
 - : 1 25 ~ 2 15 (22)
 - : 가
 - 454 / 10
 -



Naver Cafe

- : 3 2
- : communication
communication 가

	3 2		1,850
			757
			26
			300



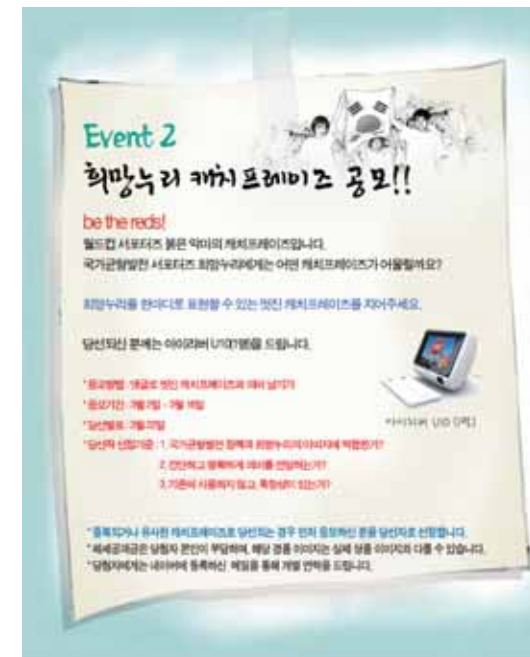
✓ 102 (90)
✓ 가

Naver Cafe

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- 가
- : 3 2 ~ 3 16 (15)
- : 가
- 1,046 (1 70) / 12
-

* 4 가 .
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Result Summary

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- Blog :

488

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300~400

- Café :

102

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90

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4.

Media Overview

- Overview

- : 2006 1 23 ~ 3 16
- : 6 2
- : Daum, Naver, Nate/Cyworld, Empas, Yahoo, Moneytoday, Edaily, Pressian, Ohmynews, Dailyseop., Easypool

- Result Summary

Exposure

61 10

Reach

1200
가
Reach

Tracking

80% 46

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261,000,000 (가)

Media	Ad Type	Service	Period	가	()
Naver		,		1500 /	30,000,000
			5 (), 12 (), 15 ()	CPM 2,500	7,500,000
		, 1 4 1000	8 12 ~ 4 (1)	1000 /	10,000,000
Daum		,		500 /	10,000,000
			2 13 ~27	CPM 1,000	3,000,000
		500	3.2~3.5	800	8,000,000
		1500 imp	3.2~3.5	500	5,000,000
Yahoo		,		700 /	14,000,000
		300*250_ (5000 가)	3.1~.16	CPM 3000	150,000,000
Empas		,		500 /	10,000,000
Nate			1.30~2.5(1)	500 /	5,000,000
		150*120	2.7~2.13(1) 2	CPM 1,000	2,500,000
Moneytoday		50	3.7~.16	CPM 10,000	5,000,000
Edaily	eDM	1 10	3 7	100 /	1,000,000
					261,000,000

- , 3
-

1



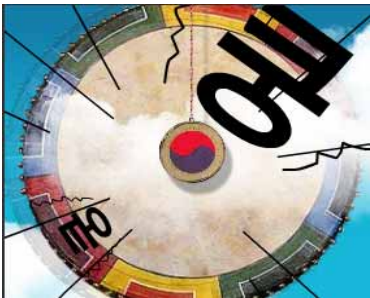
✓

✓

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가

2



✓

✓

가

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3



✓

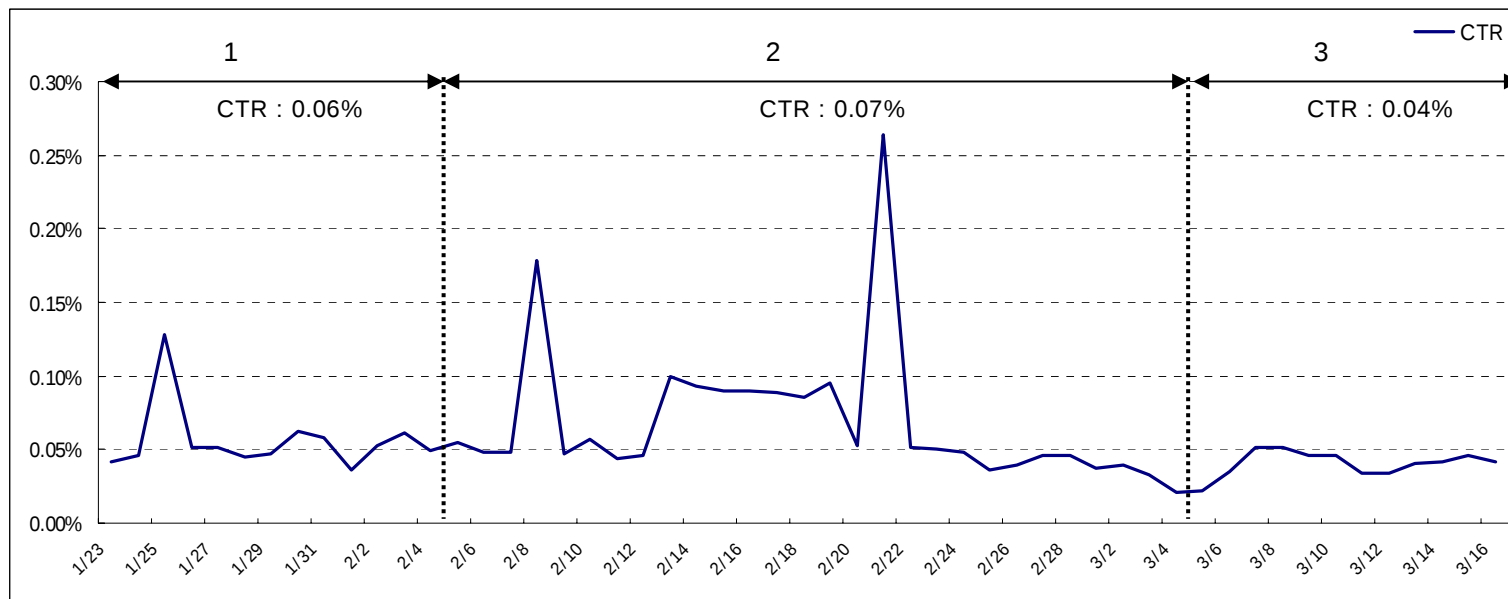
✓

가

CTR

- CTR
- 2 CTR
- 3 1, 2

	1	2	3
	1/23~2/5 (14)	2/6~3/5 (28)	3/6~3/16 (11)
CTR	0.06%	0.07%	0.04%



Media Summary: Exposure

-

10

61

Guarantee Imps	678,000,000
Total Imps	1,038,015,776
Imps Surplus	153%
Total Click	611,420
CTR	0.06%
CPM	607 원
CPC	1,030원

Media Summary: Exposure by Site

- 1 () 가
- Special () 가 가
- CTR() 가 가

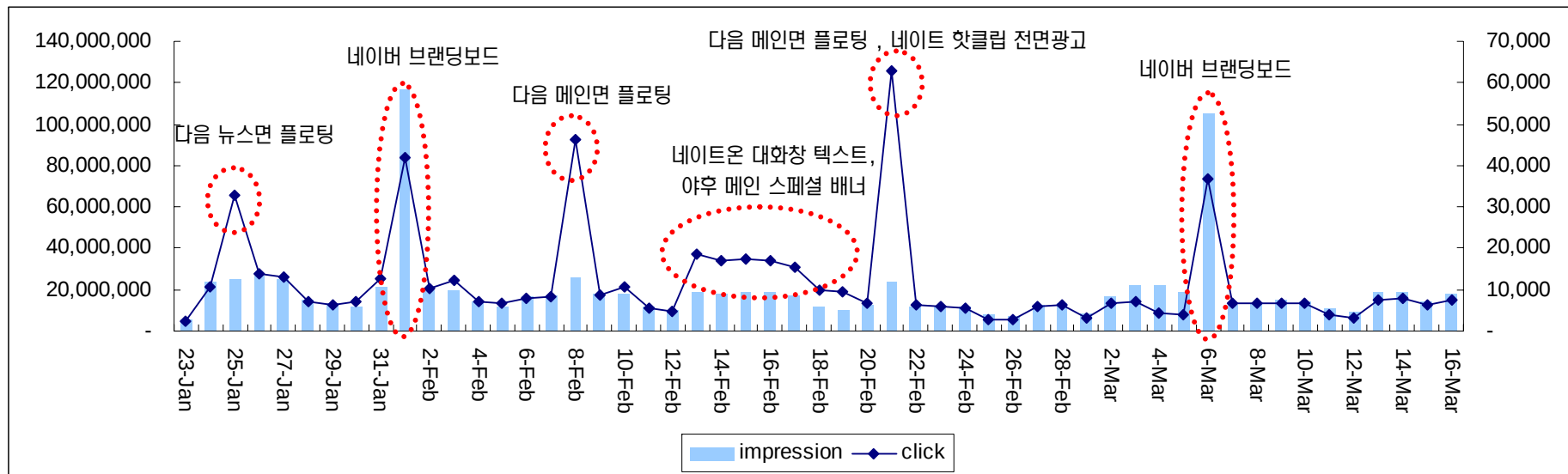
Media	Planned IMPs	Impression	Surplus	Click	CTR
Daum	215,000,000	271,989,626	127%	183,822	0.07%
Naver	270,000,000	323,445,123	120%	103,414	0.03%
Yahoo	27,000,000	89,531,587	332%	50,248	0.06%
Empas	24,500,000	48,725,208	199%	32,307	0.07%
Nate/Cyworld	47,000,000	57,526,356	122%	90,295	0.16%
머니투데이	28,000,000	63,372,483	226%	62,478	0.10%
이데일리	13,000,000	20,998,082	162%	77,631	0.37%
프레시안	11,000,000	23,445,195	213%	2,420	0.01%
오마이뉴스	11,000,000	50,234,812	457%	5,642	0.01%
Daily 서프라이즈	31,500,000	88,697,640	282%	3,084	0.00%
이지폴	기간내 고정	49,664	N/A	79	0.16%

Media Summary: Exposure by Date

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Media Summary: Reach

- **1200** **가** **80%** **Reach**

* Target Total: 20~39세 남녀(15,270,000 명)

Target User	12,208,711
Reach	80.00%
Frequency	12.4
TRP	991.5
CPP	635,375원
CPR	7,879,702원

Media Summary: Reach by Site

- ()가
- Reach가 가
- 30 가

Site	Target User	Reach	Freq	TRP	CPP	CPR
Daum	7,902,563	51.80%	4.5	230.8	910,029	4,057,798
Naver	6,839,647	44.80%	5.4	242	743,761	4,018,628
Yahoo	2,233,975	14.60%	7	103	436,729	3,075,907
Empas	1,545,713	10.10%	5.1	51.2	488,509	2,469,733
Nate	1,967,845	12.90%	2.3	30	1,667,312	3,879,879
moneytoday	347,490	2.30%	32.9	74.9	267,158	8,788,741
Edaily	102,404	0.70%	24.5	16.4	1,216,533	29,822,996
Pressian	235,547	1.50%	29.3	45.2	442,148	12,965,587
Ohmynews	293,627	1.90%	28.5	54.8	546,969	15,601,425
dailysurprise	387,952	2.50%	56.3	143.1	139,749	7,872,102
easypoll	2,647	0.00%	3.7	0.1	154,237,227	576,939,699
Total	12,208,711	80.00%	12.4	991.5	635,375	7,879,702

Media Summary: Tracking

• 46 가

()

	464,644
1	183,742
	32,566
2	62,694
	58,385
	26,831
	58,471
TVCF	4,408
	7,593

* Post Visitors()

Media Summary: Cost Efficiency

- CPM: 607

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CPM 1,738

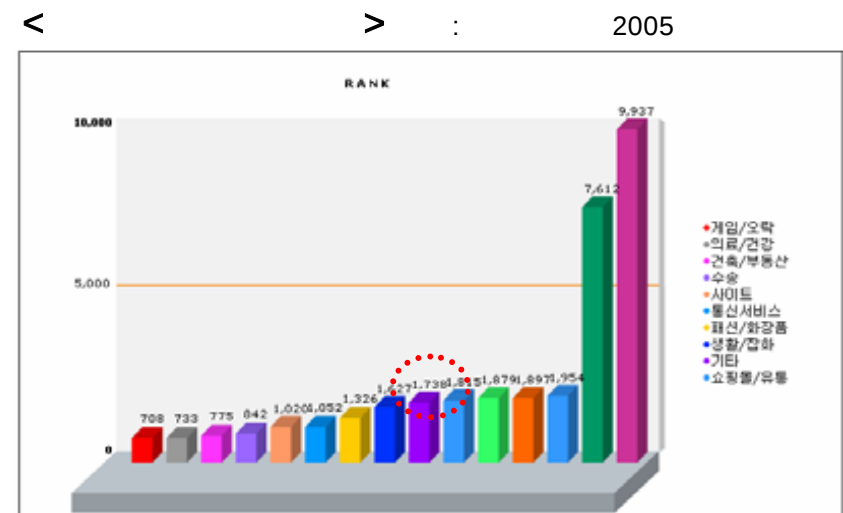
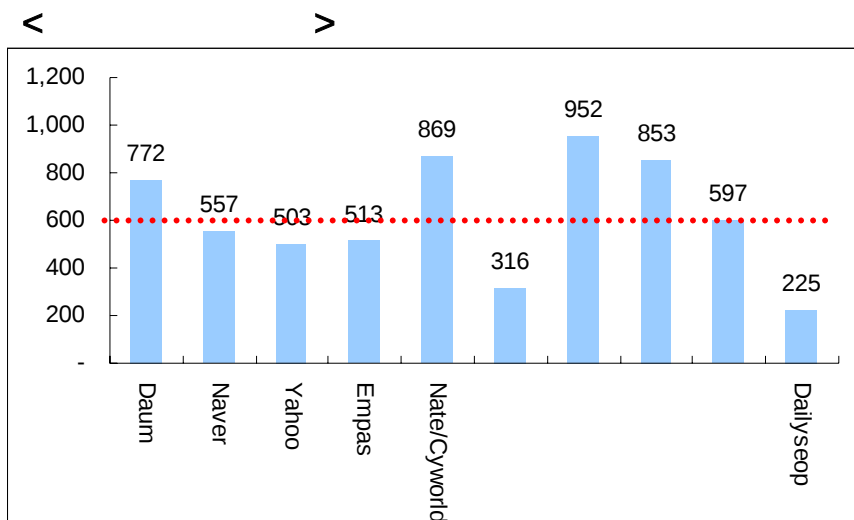
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가 225 가

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가 952 가

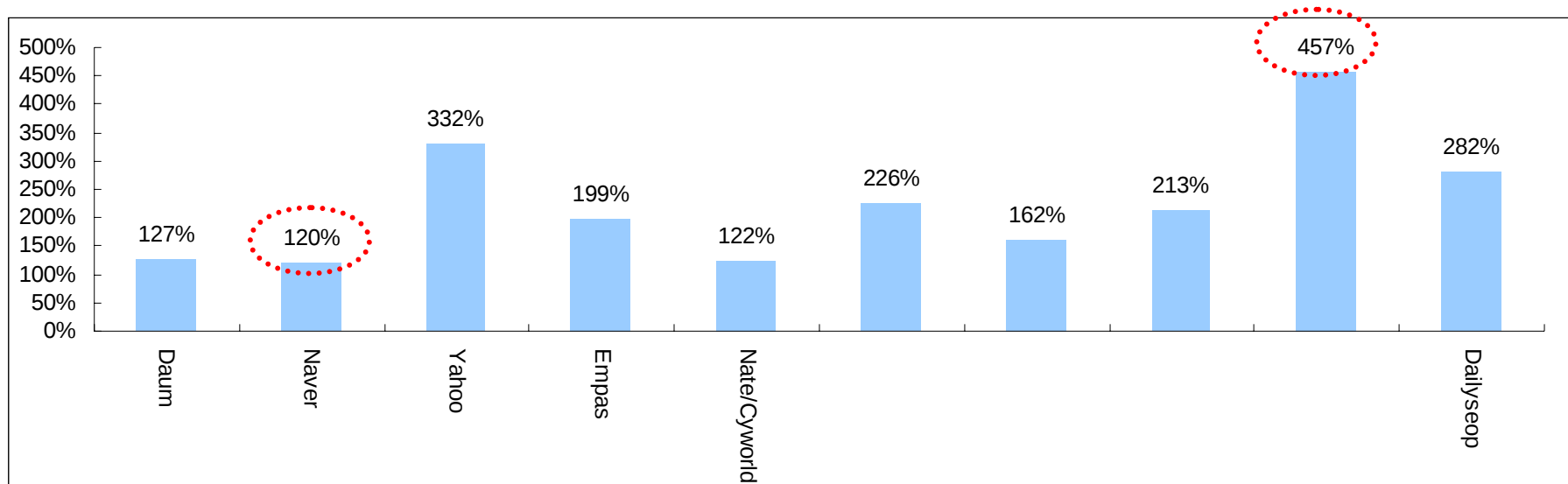


Media Summary: Cost Efficiency

- Impression Surplus: 153%

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— / 120% 가
 — 200% 가
 — , 300% ()



*

Media Summary: Cost Efficiency

- CPC: 1,030

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CPC 1,183

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1,000

CPC

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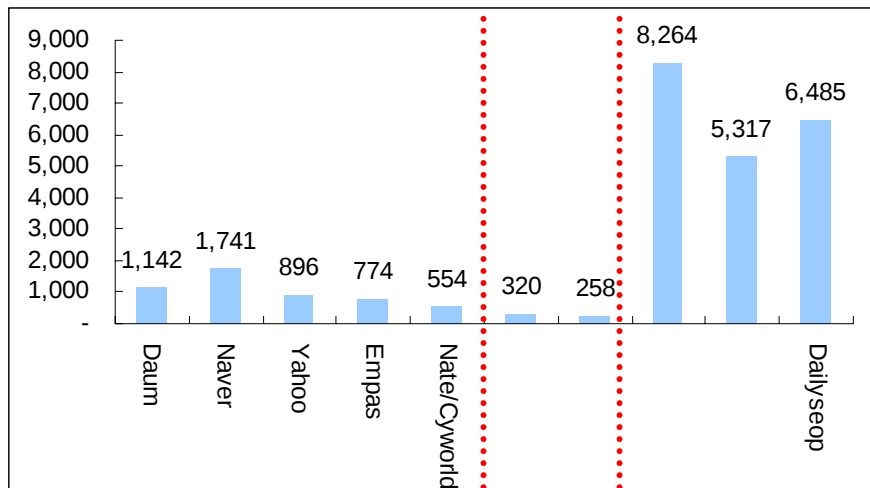
가 CPC가

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CPC가 5000

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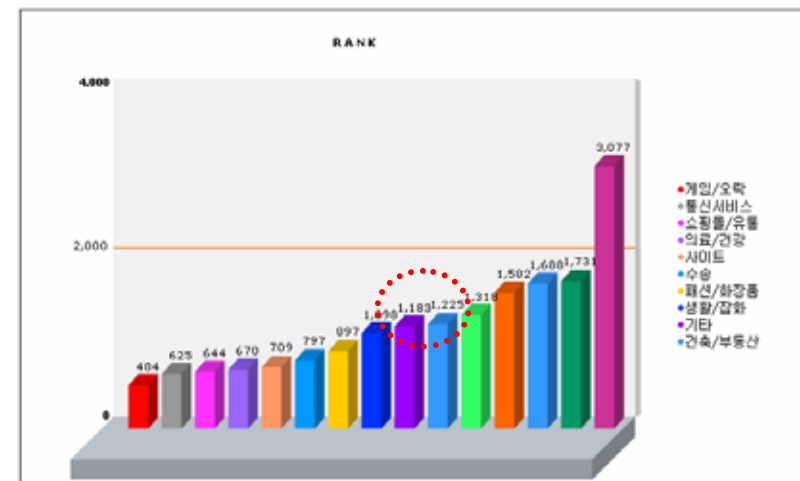


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2005



Result Summary

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가
frequency (30
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가

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가 creative ,
가

5. Key Learning

Campaign Key Learning

1. ,
2. () ,
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3. ,