



Case Study / August 2004

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/
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“ 가 .

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— 『 가 』

(Seth Godin)

?

&

(Dunkin' Donuts)

(!)

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! 1979

2004

1

1

가?



(Krispy Kreme

Doughnuts) 1937

(Winston-Salem)

2

. 2004 7

44

380

, , , , 4

20

가

2002

3 9 4

, 2 6 6 5

(2004)

가

2 6

(2002)

5 6

(2004) 2

가



‘Original Glazed’
 ‘Original Glazed’ 1933
 (Vernon Carver Rudolph)가
 가
 ‘Hot
 Doughnuts Now’
 가

Wabash & Lake
 (Ben McConnell) (Jackie Huba)
 『Creating Customer Evangelists』
 가 7 가
 가 6 가



- (Customer Plus-Delta):
 ‘Hot Doughnuts Now’
 (doughnut theater)’

- (Napsterize your knowledge):

- (Build the buzz):
 - PR
 - 2002 (state fair)
- (Create community):
 - 가 가
- (Make bite-size chunks):
 - ,
 - ,
- (Create a cause): 가
 - TV
 - 가 . 2000
 - ,
 - (?) (Stan Parker) , “ 가 ”
 - ,
 - 가?
 - (Nicole Kidman) “ !”
 - , 2004 ‘ , ’
 - 가?

‘ , ’
 ,
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 “ 3
 ”
 ,

(sneezer) .
 PR ,
 ,
 가 가.

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