

(connector)'

(social network)

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가

10

가

(national campaign)

2003

8

1

15

2004

20

P&G

P&G

가

- (Cover Girl)
- (Old Spice) ,
- (Herbal Essences)
- (Noxzema)
- (Pantene)
- & (Head & Shoulders)
- (Valvoline) (SynPower)
- WB Network 「 (Dawson's Creek) 」
- (Pringles) TV
- - (Coca-Cola) (Vanilla Coke)
- (Thermo Chromatic can ad)
- DreamWorks SKG 「 (Eurotrip) 」
- DreamWorks SKG 「 (Win a Date with Tad Hamilton) 」
- (Avril Lavigne) 가
- (Kraft Foods) (Tombstone Pizza)
- (SONY) (Net MD)
- (Shamrock Farms) (chocolate malt)
- (Toyota) (Matrix)

가 ?

?

(Ted Woehrle) ,

(/) 10~30% 가

2003

(Phoenix)

2,100

. 23

(Tucson)

18%

4% 가 .

(coupon redemption) 21%





P&G

'(moms)'

(Steve Knox)

40 ~60

P&G

2004 7

<http://moms.tremor.com>

, 10

6~19

P&G ?

P&G 1932 「The Puddle Family」

'soap opera'

(Seth Godin) 가 (Purple

Cow)』 「TV- (TV-industrial complex) 가

P&G가

?

P&G

가

TV

TV

, 가 가

TiVo

가

TV





P&G가
가

P&G
Officer)

(Global Marketing
(Jim Stengel) 2003 10
(World Federation of Advertisers)
, P&G

50

가

“1965 18 49 80%
60 TV 3
2002 TV 117
.”

IDC Korea

. 2003 6
, SERI
. walt@coleomarketing.com