

/ CARAT KOREA

(rationale) 가 (When) ' , ' (Which Media) ' , ' 가(How much is enough) 가

. 1990
WTO IMF , ,
가 , .
(Global Standard)
. (reasonable number) ,
가 (experienced intuition)
가 가 가 가

가

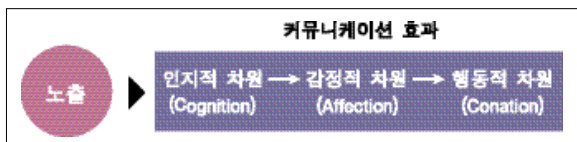
ROI(Return
On Investment)

< 1>

가

가 가

< 1>



가

가

가

GRPs, (Reach),
(Average Frequency)

(Awareness),

(liking)

(preference)

(intention

(sale)

가

가

가

CARAT Group
CARAT -

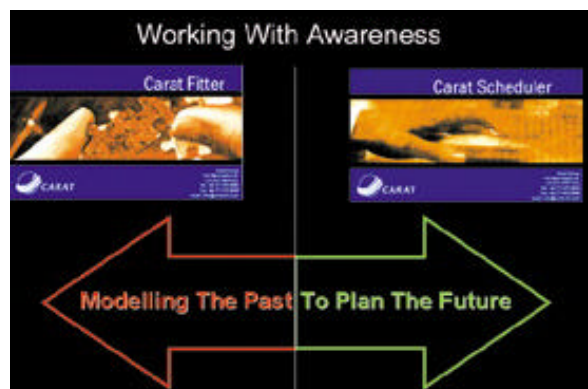
TOOLS

< 2>

CARAT TOOLS

가

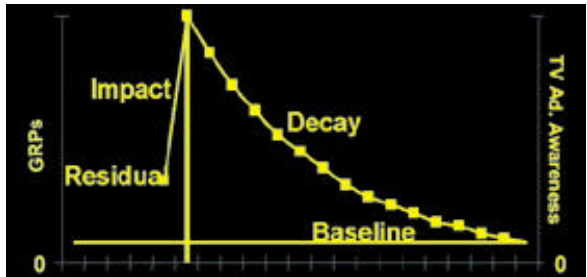
GRPs



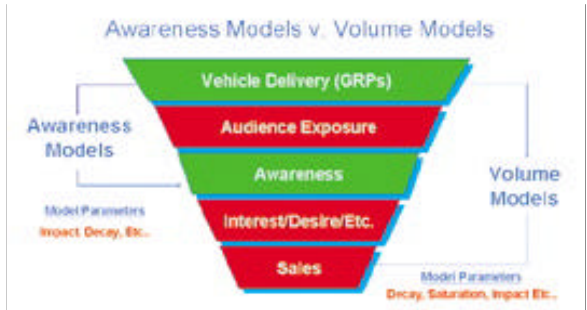
가

< 5>

< 2>



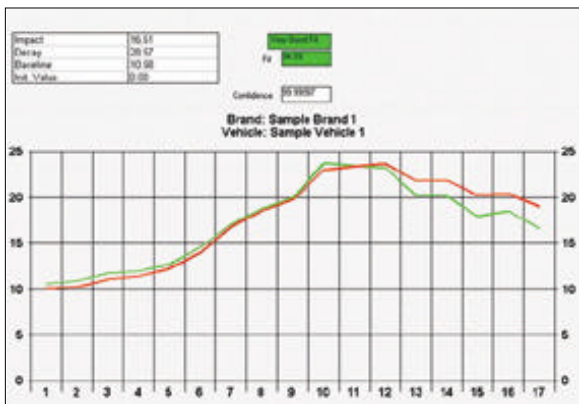
< 6>



Scheduler'
(Module)

- (, , 가
)
- (Sales-Trend),
(Seasonality)
- (CPRP) (GRPs
Reach,)
- (Marketing Mix Model) (parameter)
CARAT
(Input)
가

< 4> CARAT - Fitter



가 , CARAT -
< 4>

Fitter

(Sales Volume Model) (Awareness
Model) , (Sales Volume Model)

< 6>

- 가

가

(Ad Sales)

(Awareness Model)

(Tracking Data)가
(Term)

(Awareness Model) : Effect $t = ?$
(Impact, Decay, Init.Value, Baseline ;
GRPs, Reach)

- Effect $t = t$

Study),

CARAT - Fitter'

PlanningTool)

- Impact =

- Decay = 가

- Init.Value =

< 8> Scheduler (CPRP),

- Baseline =

CARAT - Fitter

, < 4>

(Effect Frequency)

가

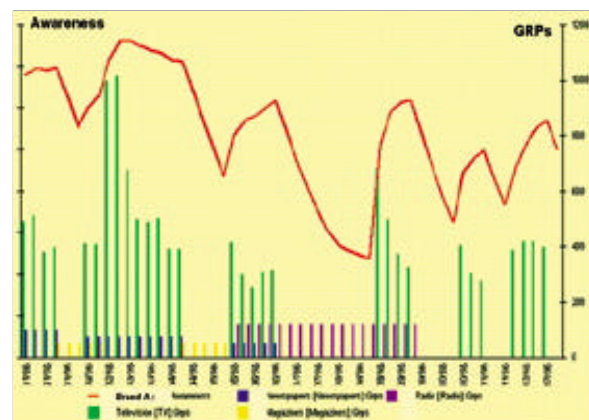
CARAT

가 (Issue)

(, ,),
 , CATI(Computer Aided
Telephone Interview)
(, 2 ,)

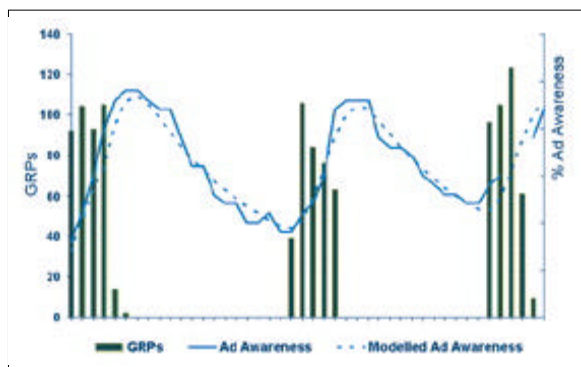
/ ROI 가
가

< 8>



ROI

< 7>



< 7>

6

(Three

Burst)

가

가

가(Tracking)

D/B

가

가