



20

, CLIO

5 21 () 24 ()

46 CLIO

(The 46th Clio Festival)

9 10

4 23

(:02-3675-4561)

CLIO

3

5

가

[]

가

가

LG



LG

LG

(G R)

3 25

2002 LG

COO(Chief Operating Officer)

(43)

G R

. G R

9

LG

Process

10



1 -

2 -

3 -

4 -

5 -

6 -

7 -

8 - Out of Home Media

9 -

10 -



[2]

1. : 가

6M
(Merchandise), (Market), (Motive), (Message),
(Media), (Measurements)

2. :

3. : 가
(fact),
가

[3]

1. : 가

2. :
(how to say)

USP(Unique Selling Proposition) :

:
가

[4]

1. :

가

가
CPM(Cost Per Mill/Cost Per Thousand), CPRP/ CPP(Cost Per Rating Point), CPR(Cost Per Reach)

2. :

1)

(Media Mix) :
가

(Vehicle) :
CPM

2) : (Reach) 가
가

(Frequency)
가

3) :

(blitz), (pulsing), (flying),
(continuous)