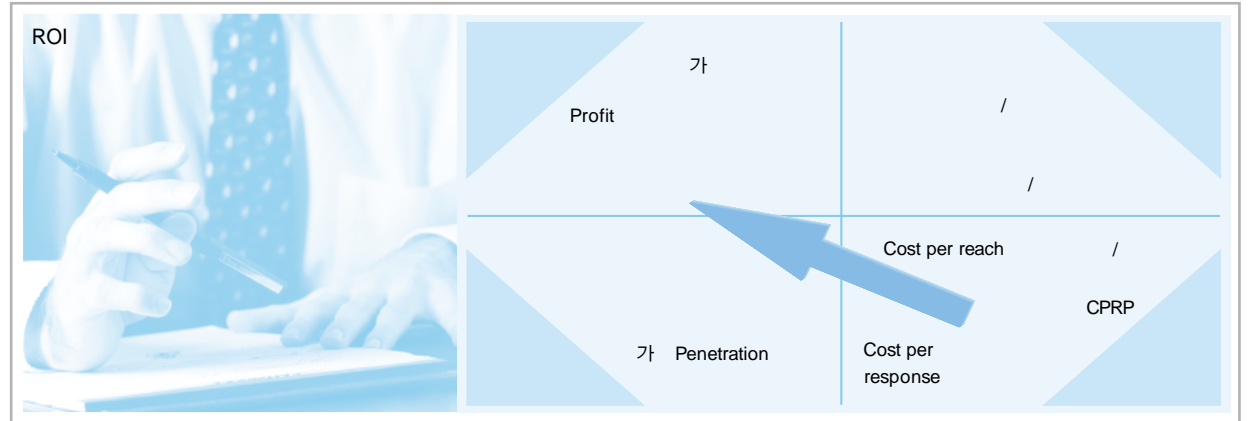


# ROI Tool

TV, TV, DMB TV 가 , /

Welcomm ZenithOptimedia



Planning . MCA ATL

BTL, PR,

Positioning

가 ZenithOptimedia - The ROI Agency

, Starcom - Fueling brand power

Results Insight, Idea OMD - Insights, Ideas,

ROI

4

Brand Experience

ROI

Point( )

, CPRP(Cost per Rating Point), Cost per Reach( 1% ), Cost per Response( )

ROI Experience Share( ) Brand

/ /

가

3~6 Tracker

Profit, 가

ROI

ROI Tool

ROI

ROI 가

ROI

가

MCA(Market Contact Audit)

ROI

