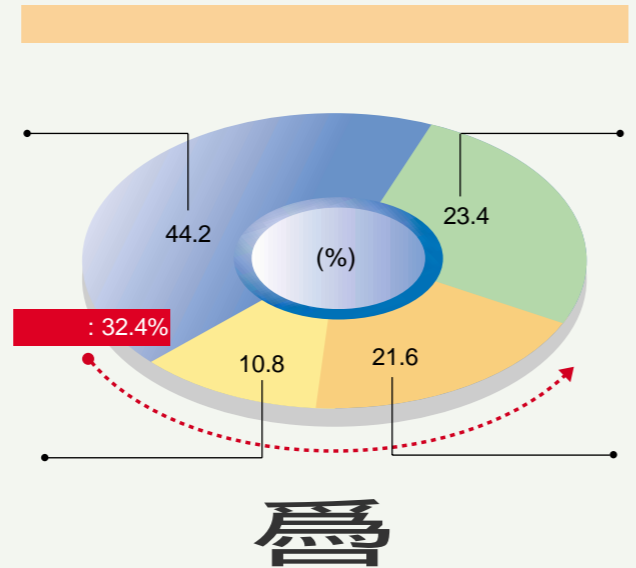


가

12 ,
 가가
 “ ” “ ”
 가 가
 5 , , 가 , ,
 2 , , 가
 가1 , , 가
 (www.smap.co.kr)
 15 , 2
 4 , 가
 DB
 12 , 가
 (Mapping) 가

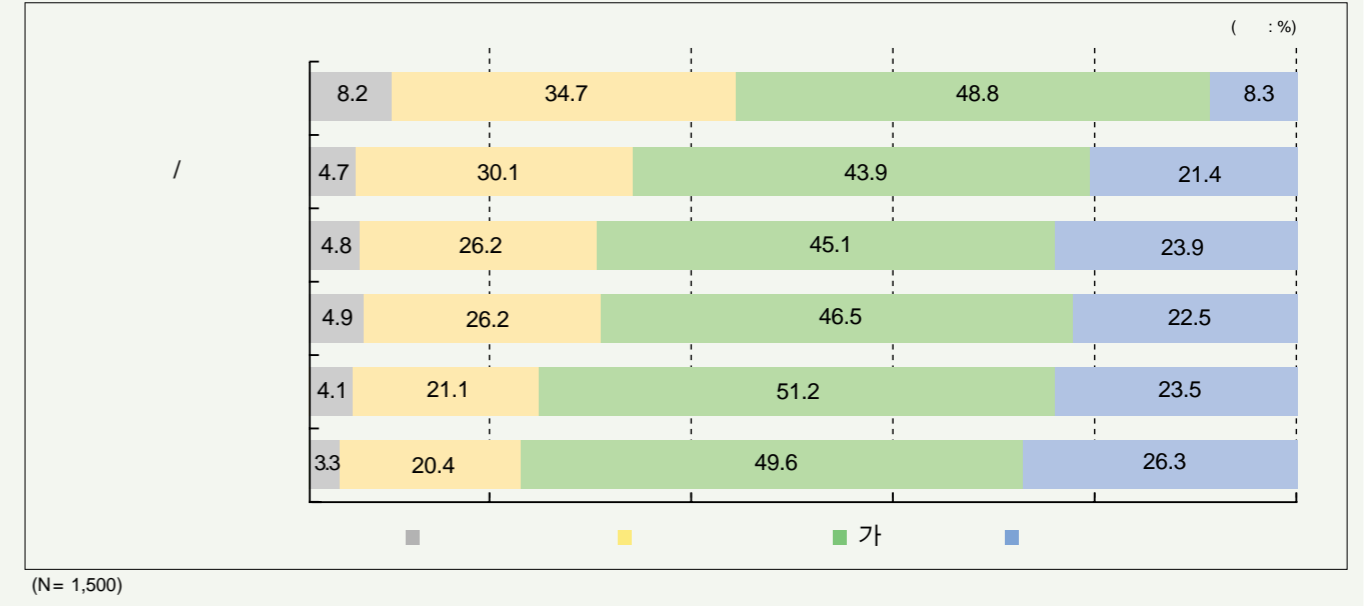
< 1>



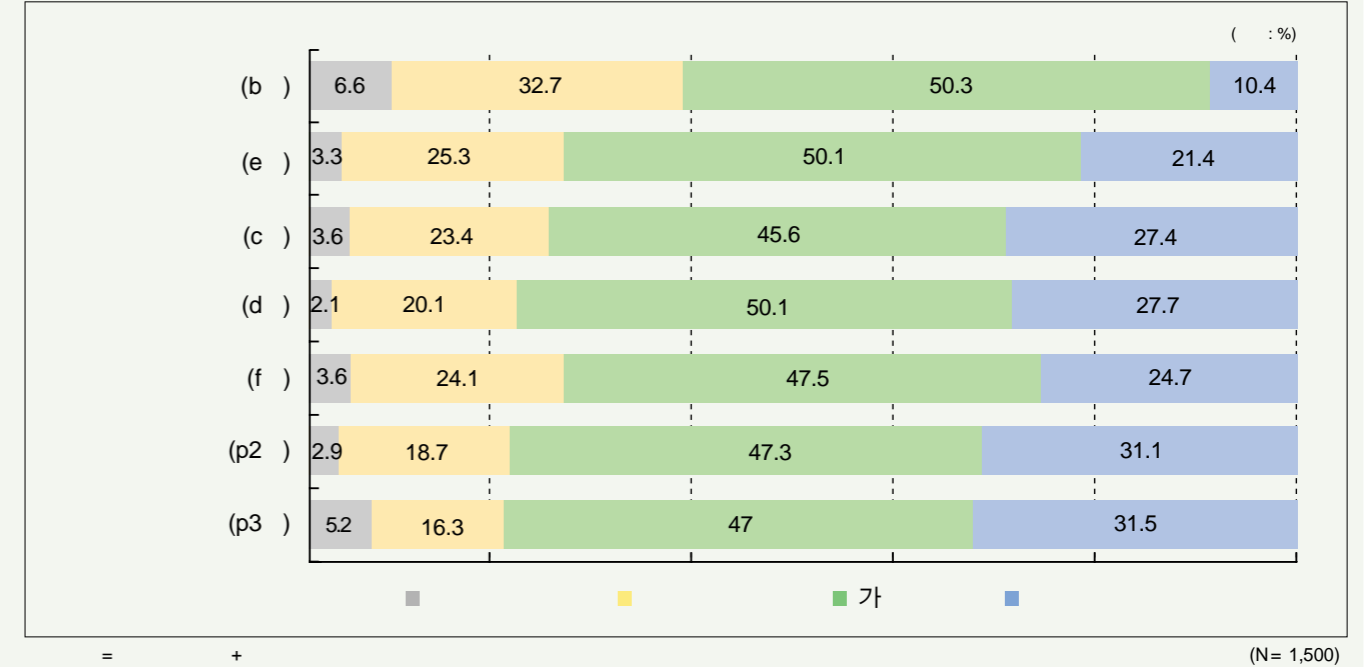
	(%)	(%)
/	27 5.6	4 0.8
/	20 4.1	4 0.8
	15 3.1	3 0.6
	13 2.7	3 0.6
/ /	10 2.1	3 0.6
/	10 2.1	2 0.4
가	9 1.9	2 0.4
/	9 1.9	2 0.4
	8 1.6	2 0.4
PR/	5 1.0	1 0.2
/	4 0.8	1 0.2
	4 0.8	

(N= 1,500) (N= 486)

< 2>



< 3>



1,500

32.4%가

21.6%

42.9%

가

가

가

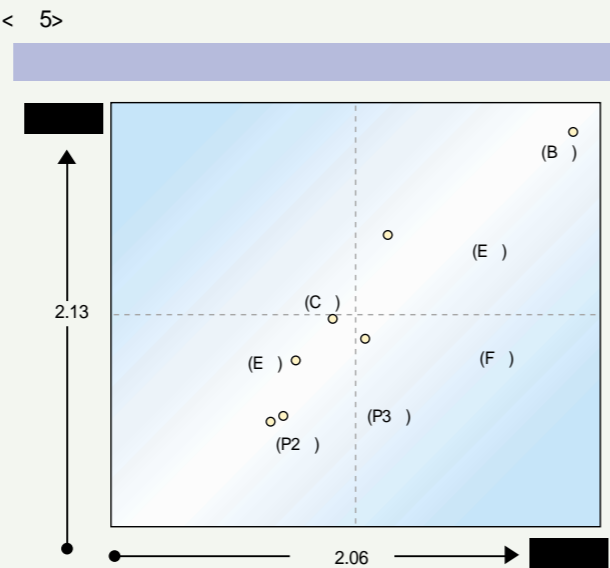
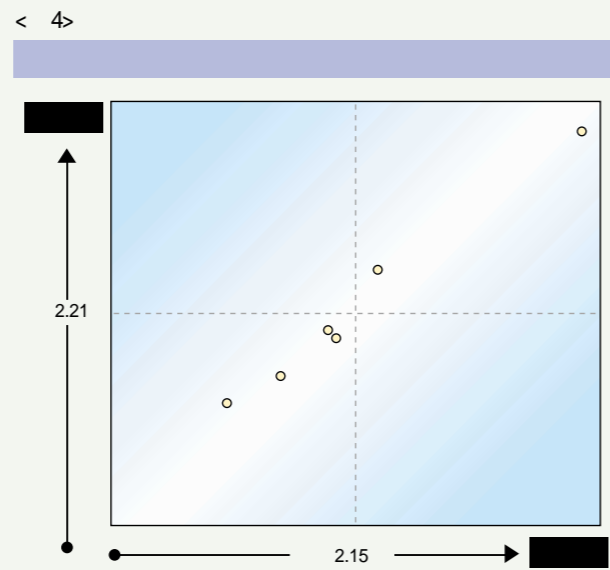
(39.3%),

가

1

(14.3%),

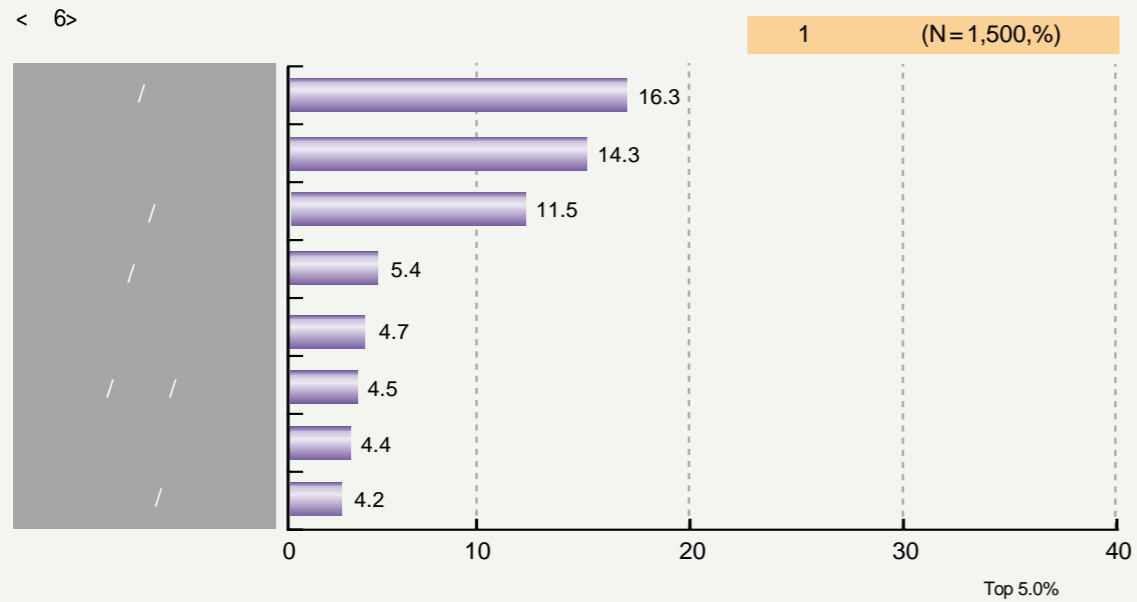
(11.5%)가3



OAAA

(Outdoor Advertising Association of America)

가



?!



吠 | KAA 2 ()

(Community Marketing) On-line



5~6

(3) “

가?

가 3000

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