

(Integrated marketing and Convergence)

Joe Tani · URI

DR(Direct Response)
 (maintain customers)가
 (customer loyalty)
 Event

가
 가
 가
 Media Package
 Zapper Channel 가
 TIVO TV

2 28 3 2 New
 Orleans Hilton AAAA(American
 Association of Advertising Agencies)
 conference Integrated Mar-keting and
 Convergence ()
 (Zipping & Zapping)
 TV spot/network TIVO
 PPL TV
 ()가
 conference

Initiative Media
 가 (Negotiate deeper price)
 McCann Erickson
 TV (Fragmentation)
 TV Cable TV
 TV
 Fractualization ()

가 VS 가
 (Media Buying Company)

TV 가 30 가가 network
 가 30 3 TV

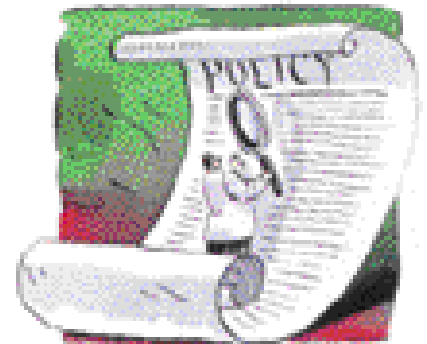
DR(Direct Response)
 (customer loyalty)
 (maintain customers)가
 , DR (Direct Response) model ROI 가

. Event

2001 가 5 96 5 가 10 가 가 4
 (Yahoo, AOL, Monster, C/Net) 400 40

Web 2001 CPM 97 30
 3 10

(special marketing packages)
 (Advertorial),
 (Sweepstakes),



ROI 가 CPM

. 가

TV, web (cross media)



가 가 (Interactiviy)

(Communication

Marketer)

(demographics) 가

가

(Intrusive)

