

# (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 TV (Fragmentation)  
 Cable TV  
 TV  
 Fractualization ( )

가 VS 가  
 (Media Buying Company)

TV 가 30 가가 network  
 가 30 3 TV

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

. Event

(customer

, DR (Direct

가

(special marketing packages)

(Advertorial),

(Sweepstakes),

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

Web CPM 97 30  
 2001 3 10

. 가

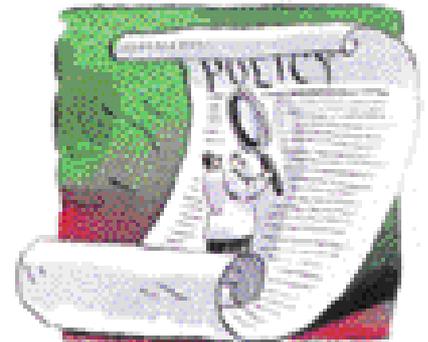
가

ROI

CPM

TV,

web  
 (cross media)



가 가

(Interactiviy)

(Communication

Marketer)

(demographics) 가

가

(Intrusive)