

9 1

9 1

가

99 7 「

」

가

가

72 ,

가

가

86 ,

72
CBS, ABC

(FTC)

가

(4A)

가

가

가

. < 1, 2, 3 >

가

가

1

< 1 >
Machine

Copy

IBM

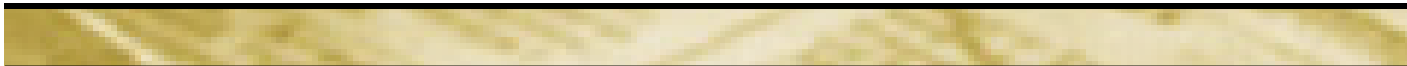
가

. < 2 >

가

87

, BF



< 4> 96

Chilled Case

?

가

90

New Generation

< 3>

가

VS



3가

, 가

70

AE, CD

10 8,9

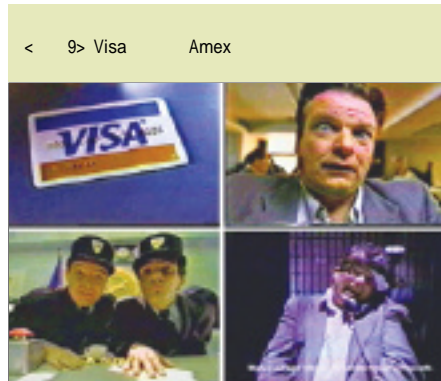
New

가

Generation

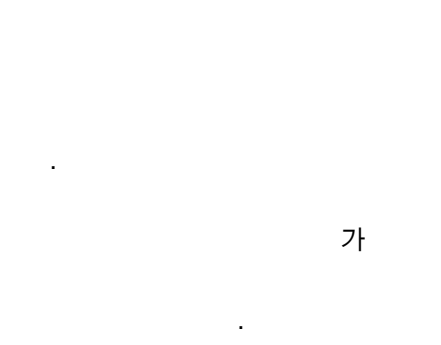


s everywhere you want to()



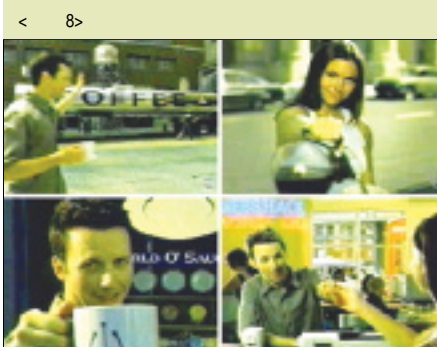
< 6, 7>

. (가 Wound & Wound Toy, Concert Hall David Symphony Hall)



< 8>

가 . (Web Shock Cafe). < 8> 가 2 On - Air



, 5 Amex Visa vs Amex Visa



1 가 Line Extension

가 Prestege Zone 가

가 Visa Card Coverage가

가 Fact()

가 Visa Amex

가 Case by < 9> Prestege

Case Visa Card

Amex Card 가 가

Boy) 99

< 5>

Case Amex Card

96 9

Visa It

1



가
가

< 10> GM
Q45

On - Air

Size

가

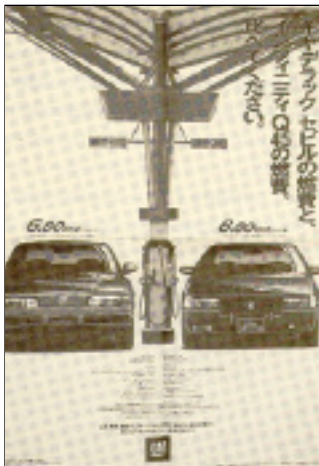
(92) GM 7.4%

가가

< 11>

< 12>

Identity



< 10>
GM

Q45

94 , 95 , 96

80
ACC

가

, 가

가

가

1, 2



< 11>

()

가

Insight

Creative.

