



the
ideas that innovate

CHEI *worldwide*

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- SW

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- (:)
- Social networking
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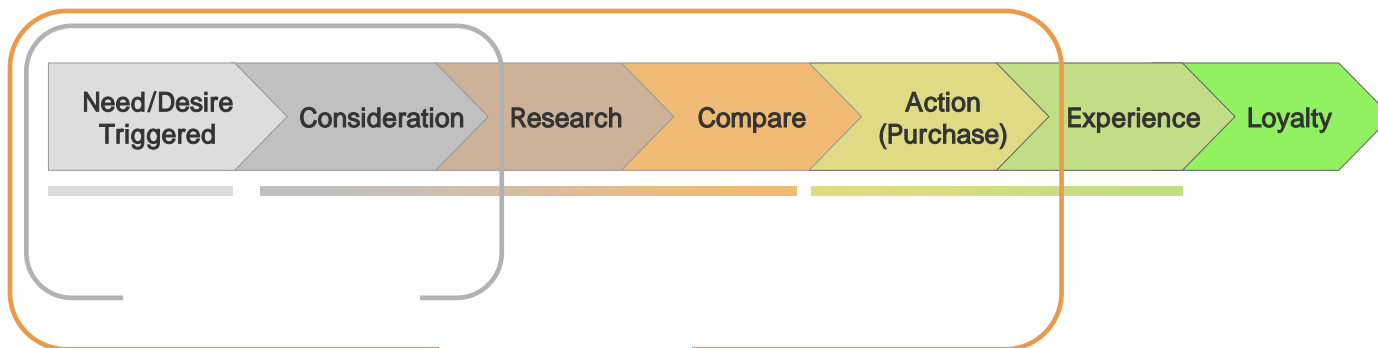
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: Connecting with People



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Engagement:

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(Participation)

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Yahoo NBC

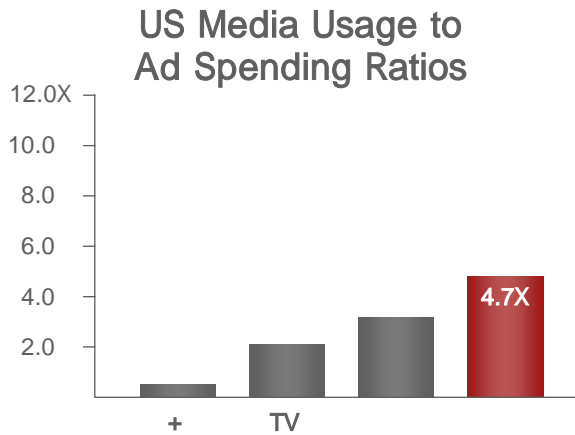
Wikipedia, Youtube, Facebook

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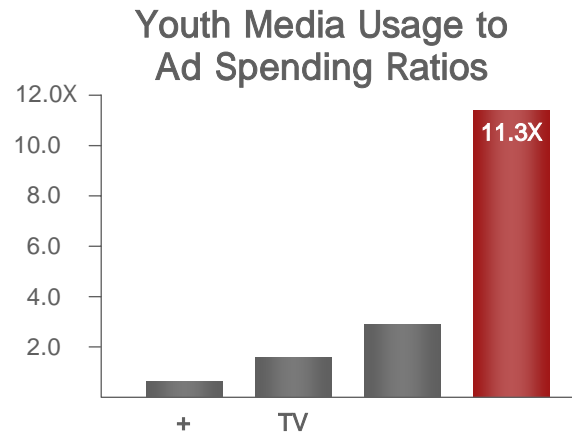
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Ratios are calculated as percent of US media usage on a medium divided by percent of US ad spending on a medium



: Morgan Stanley, Internet Trends, 2007

Involvement , Exposure

Experience, Engagement
Reach, Frequency

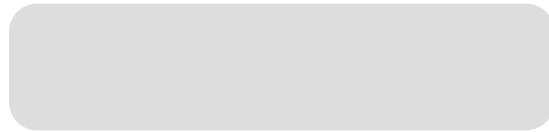
Impact,



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- Top - down
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- 가 ()
- (Market - ing)



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- Bottom - up
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- , ()
- (Facilitation)

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	• • /	• •
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(SEM)	• 가	• Share of Voice (SOV)
	• , (Buzz)	• / / /
Social Media	• 가	• /
/	•	• /



Haruka in Love

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- (가) , (, , ,)
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- → , ‘ , ,
- :
 - 70 +, 9 + (2008. 8~12)
 - 6 62%+
 - 3.15% 가 (20 7.52% 가)





- : 'WOW'
- :
 - 'Wow'
 - YouTube, Facebook, MySpace
- :
 - 1 1 +,
 - 'WOW'

Brand Engagement
social network

60 +





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 - 103 , 303 , 1,200
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