

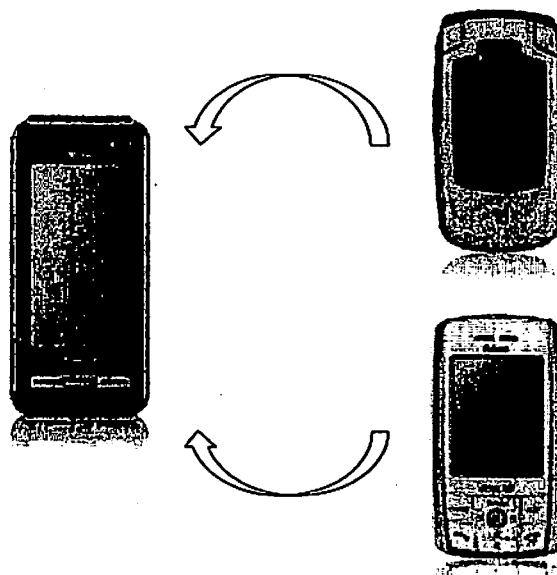
Lifestyle of 14~29 Korean Cellular Phone Consumers

- Derived in the Process of Building
A Sales Promotion Planning Model -

2008. 8.

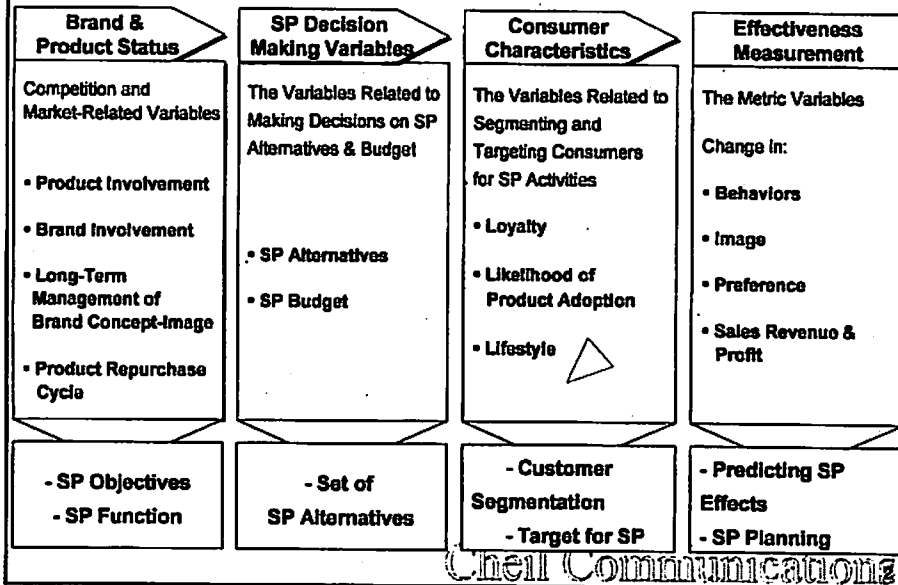
Sungho Lee
Professor of Marketing
Business School
University of Seoul
Korea

Univ. of Seoul & Cheil Communications



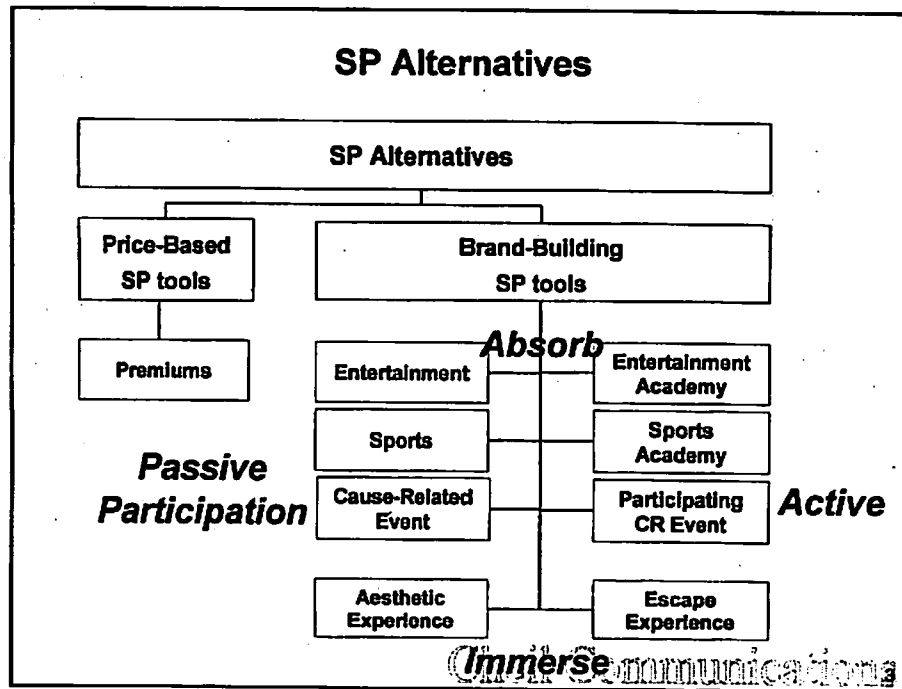
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The Holistic Structure of Sales Promotion Planning



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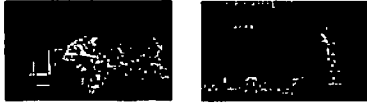
SP Alternatives



Immerse Communications

SP Alternatives

Entertainment



**Passive, Absorptive
Experience**
"Entertainment
Experience - Feel"

Sports



Cause-Related Event



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SP Alternatives

Entertainment Academy



**Active, Absorptive
Experience**
"Edutainment
Experience - Feel"

Sports Academy



Participating CR Event



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SP Alternatives

Passive, Immerse Experience
 "Aesthetics Experience – Like To Be"

Aesthetic Experience



Premiums

Active, Immerse Experience
 "Escapists Experience – Behave"

Escape Experience



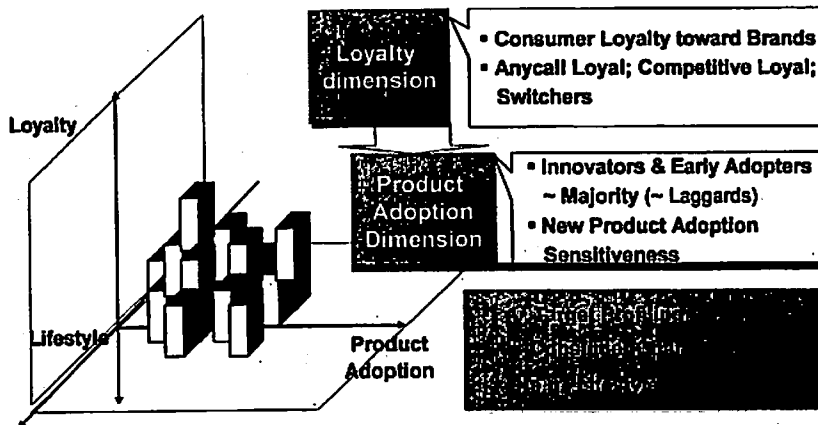
Premiums



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Consumer Segmentation

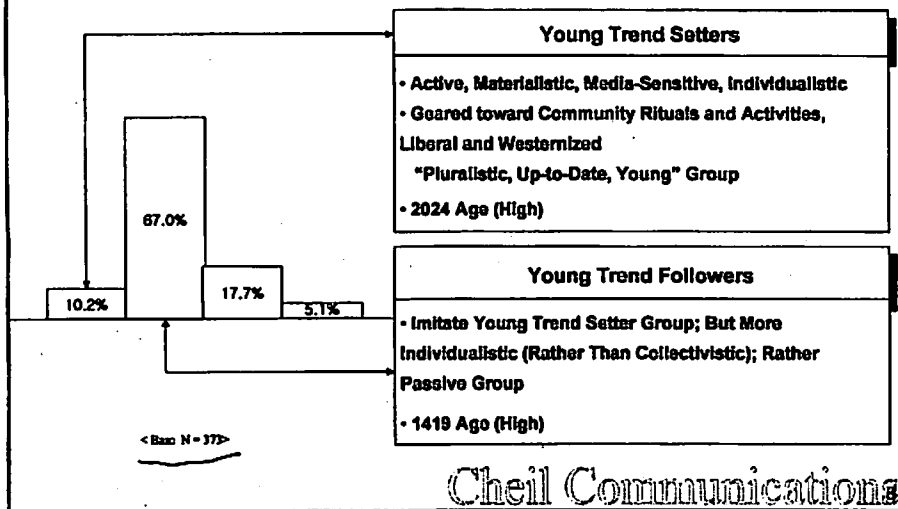
Analytic Frame



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Consumer Segmentation

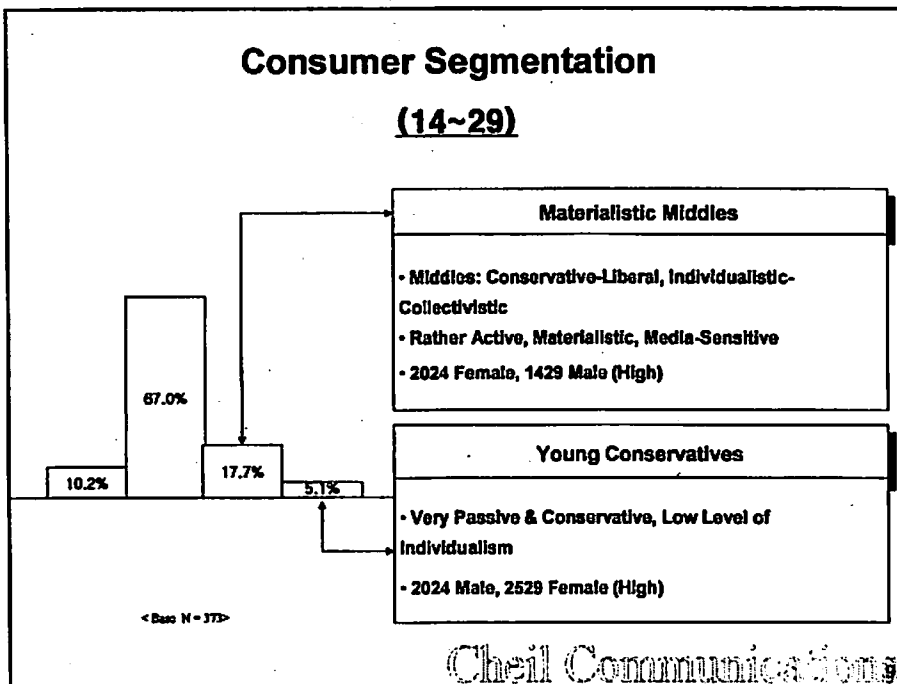
(14~29)



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Consumer Segmentation

(14~29)



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Exemplary SP Innovators & Early Adopters

Consumer Targets			Matching SP Tools	
Loyalty Group	10-20대 (1429) (N=373)	30-40대 (3048) (N=327)	Entertainment Academy ☆☆☆☆	Active
Anycall Loyals	46.4 %	68.7 %	Sports Academy ☆☆☆	
Switchers		28.1 %	Escape or Extreme Experience ☆☆☆	
Innovators & Early Adopters	17.9 %	8.0 %		
Profiles				
■ Main: Young Trend Setter Groups_ in their twenties				

The Real SP Events Have Been Running

Anycall LAND
www.anycall.com

Anycall '기' School

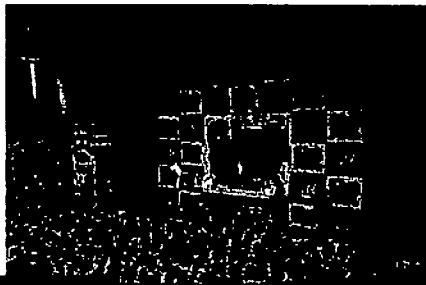
기간: 2003년 8월 31일 ~ 10월 31일

Anycall School
ATTACK 응모하기 ->

Anycall Any Moment
기분 좋아진 듯이

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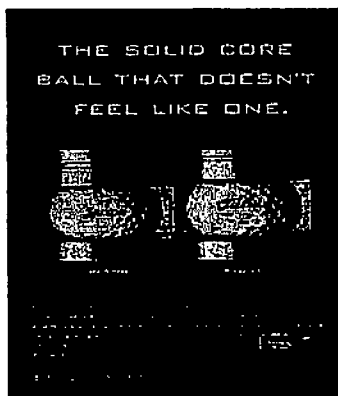
The Real SP Events Have Been Running
(The 39th School Attack at Cheong-Ju Women Middle School)



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In Sum,

**(1) The State of Art in Marketing and Promotion
Activities in Korean and Japanese Firms**



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In Sum,

**(2) Communality and Differences in the Value System
between Korean and Japanese Young Groups**

**Under what situations or conditions the differences,
if they may exist, would occur to be observed?**

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