



## Digital PR / Marketing Communication Forum

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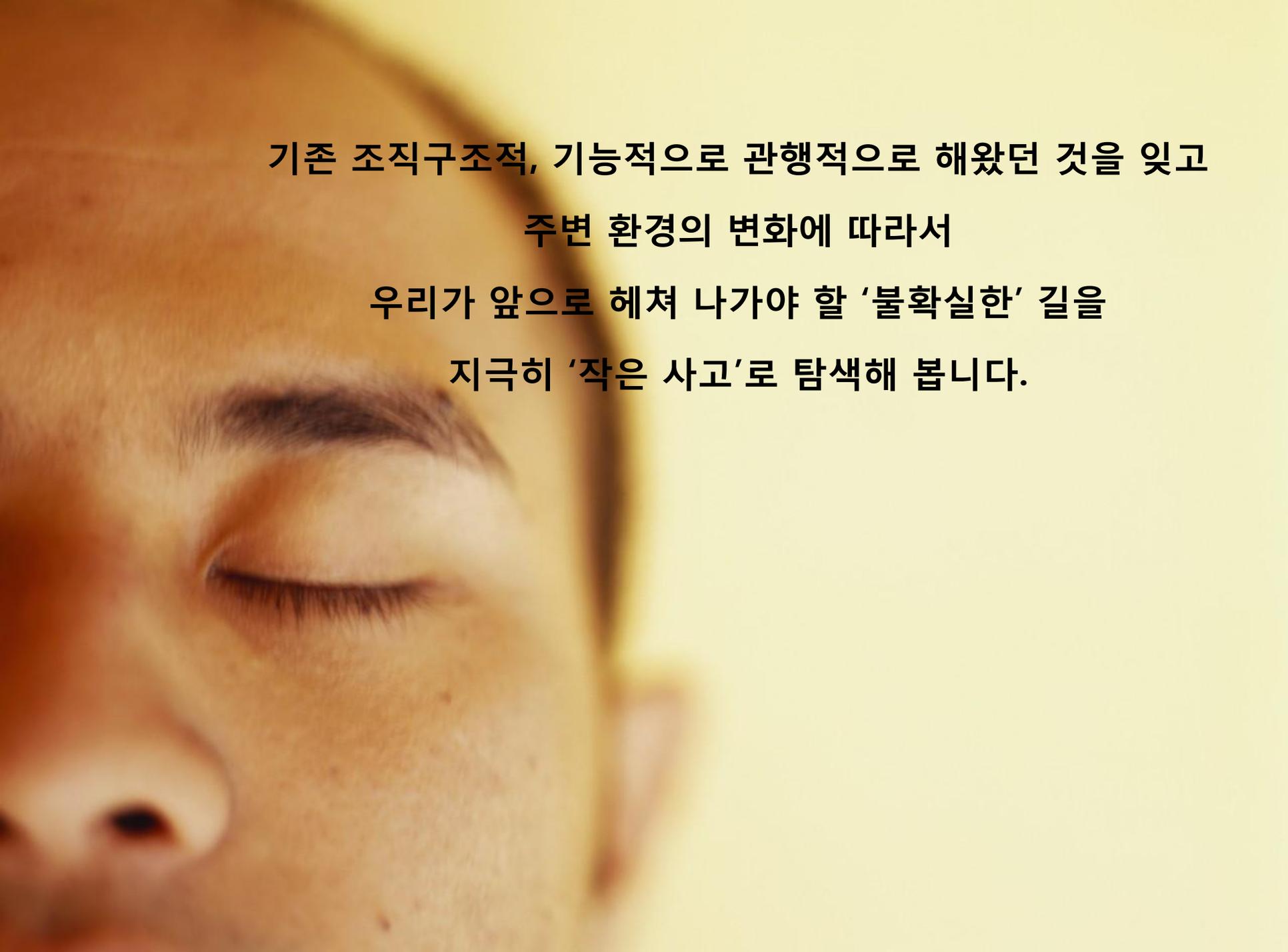
# 기업 커뮤니케이션 2.0

PR, 마케팅, 고객관리 통합 기능 탐색

2009.03.03

Edelman Korea, HS. Kang

[www.hscoaching.com](http://www.hscoaching.com) / [hs.kang@edelman.com](http://hs.kang@edelman.com) / [hsdialog@gmail.com](mailto:hsdialog@gmail.com)



기존 조직구조적, 기능적으로 관행적으로 해왔던 것을 잊고  
주변 환경의 변화에 따라서  
우리가 앞으로 헤쳐 나가야 할 '불확실한' 길을  
지극히 '작은 사고'로 탐색해 봅니다.

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“듣는다”

Nielsen, 37억 달러 (06년)

IMS Health, 20억 달러 <sup>1</sup>

# “시장조사”

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전화, 이메일, 인터넷 (패널), F.G.I

<sup>1</sup> 쉐린 리, 조시 버노프, '그라운드스웰' 중

미국 국립 종합 암치료센터 뉴욕지사  
(NCCN, National Comprehensive Cancer Network)

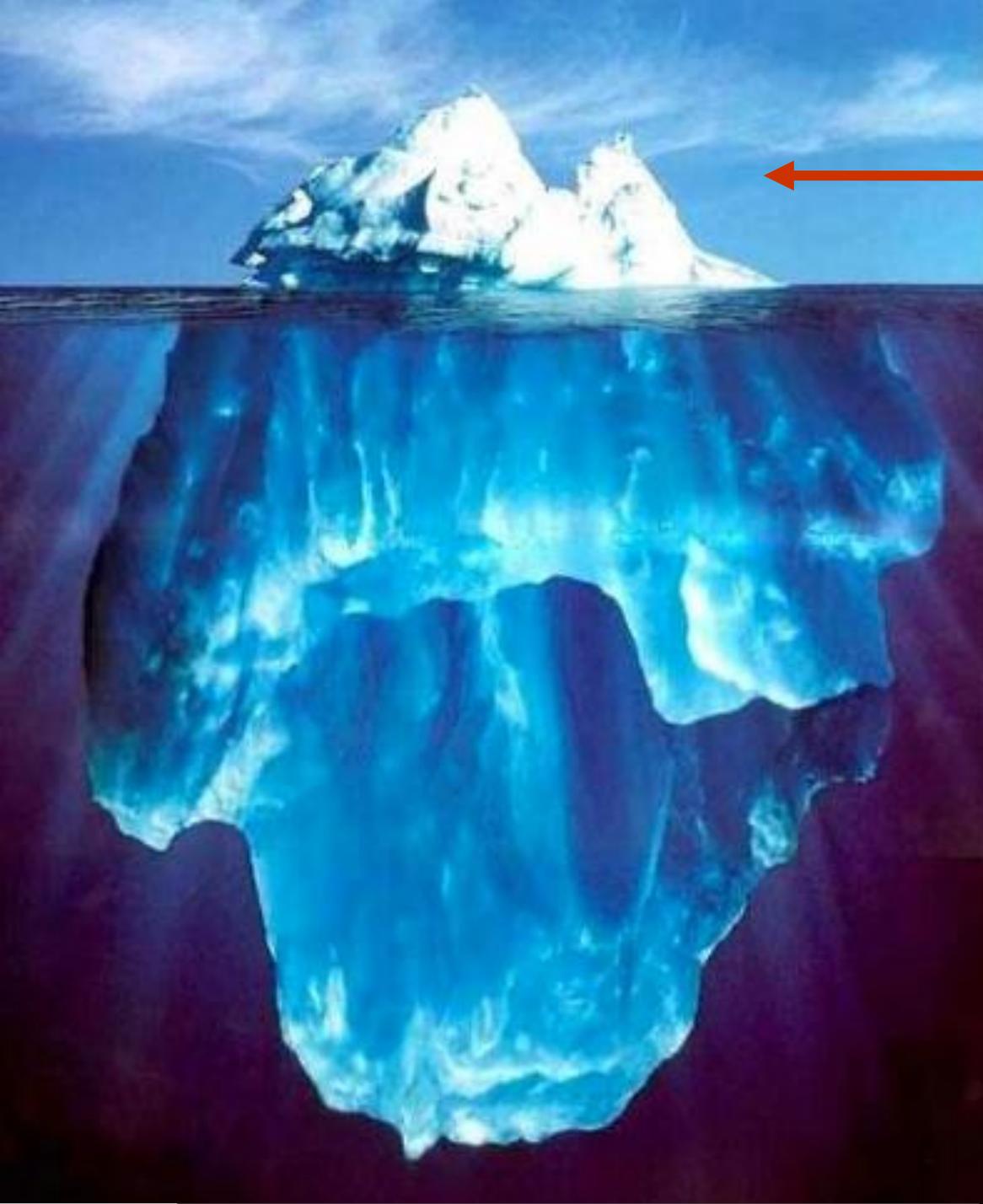


“ 치료 받을 곳을 어떻게 결정했나?”

“ 모두 잘 알겠지만, 암이라는 진단을 받게 되면, 추락하는 비행기를 탄 것 같다. 여러가지 두려움과 만감이 교차하지만, 또 앞으로 일어날 일을 최대한 많이 알고 싶기도 하다. 웹은 그런 점에서 귀중한 정보처이지만, 나는 지금까지 나를 보살펴 주고 어디서 치료를 받아야 하는지 자기 생각을 말해주었던 내 주치의가 너무 고맙다. 사실 이렇다할 의논이 이루어지지 는 못했다. 당시 나는 의논이라는 것을 할 수 있는 마음 상태가 전혀 아니었다”

- 커뮤니티페이스, 비공개 커뮤니티 개설 '300명' 암환자 모집
- 프로필, 사진 업로드, 온라인 채팅, 토론 포럼 등 개설

암치료센터의 명성, 이미지 가 아니다



보여지는 것  
알고 싶은 것  
예상되는 것



5월 신제품 런칭

이승기 CF



“ 면이 자꾸 끊어져서 숟가락으로 퍼먹어야 한다”

“비빔면은 너무 맵고 짜다”

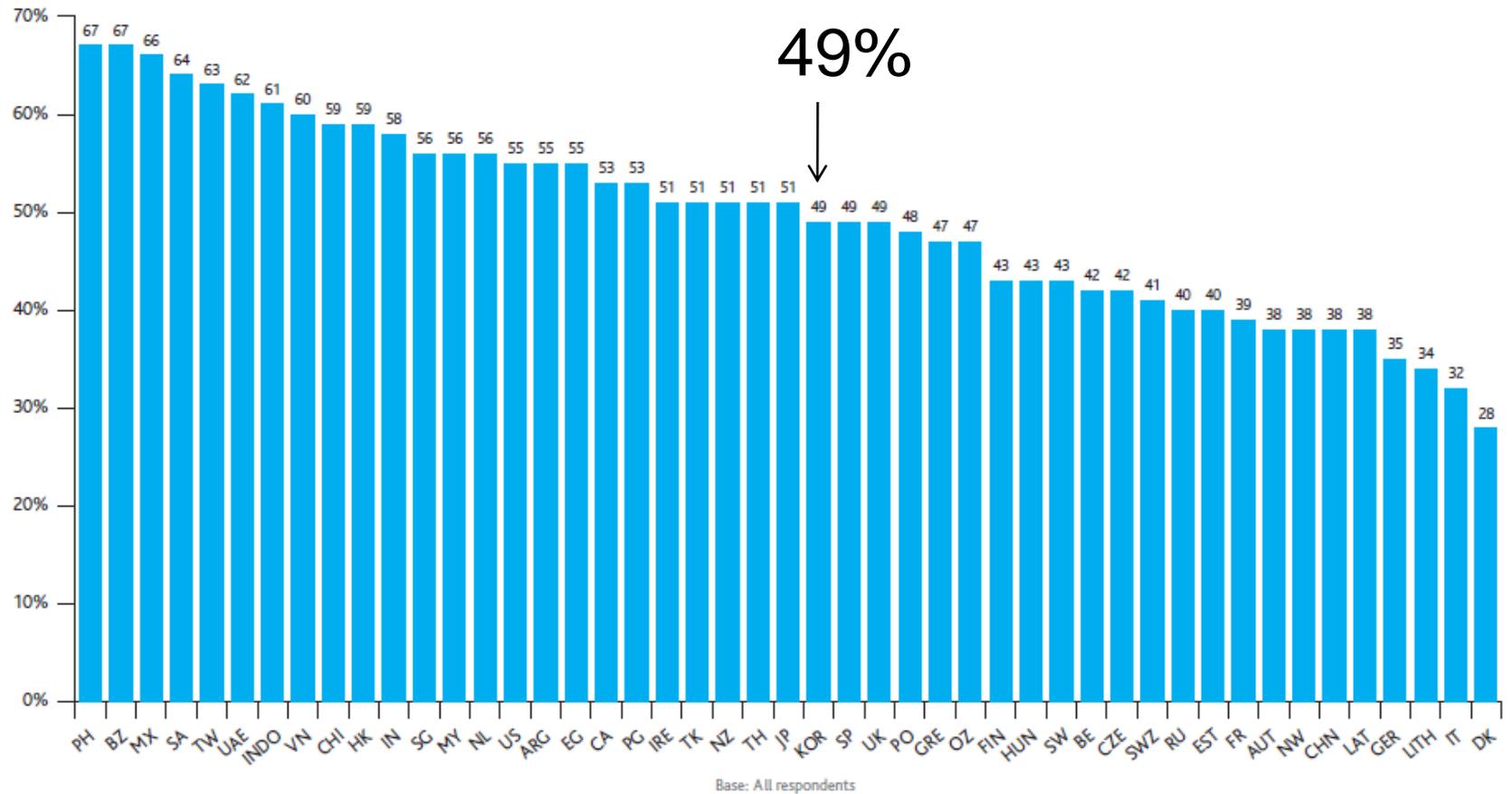
“ 면이 꼬들하고 육수가 그럴듯 하다”

“냉면을 손쉽게 집에서 먹을 수 있다”

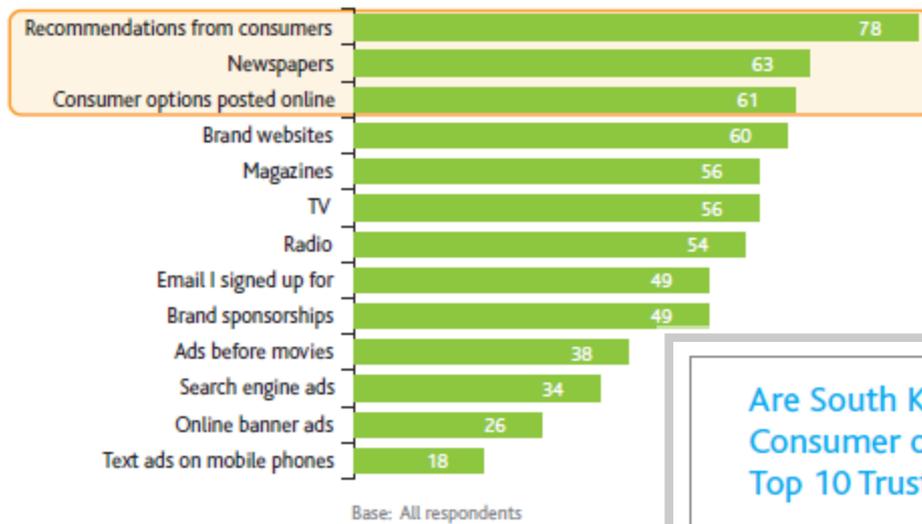
‘면’ 조리법에 대한 Concern/ 제품 메시지로는 해결할 수 없다!

## Average levels of consumers' trust in advertising: a 47 country comparison

Filipinos are the world's most trusting, Danes the most sceptical, Latin Americans and Asians more likely to believe advertising than Europeans



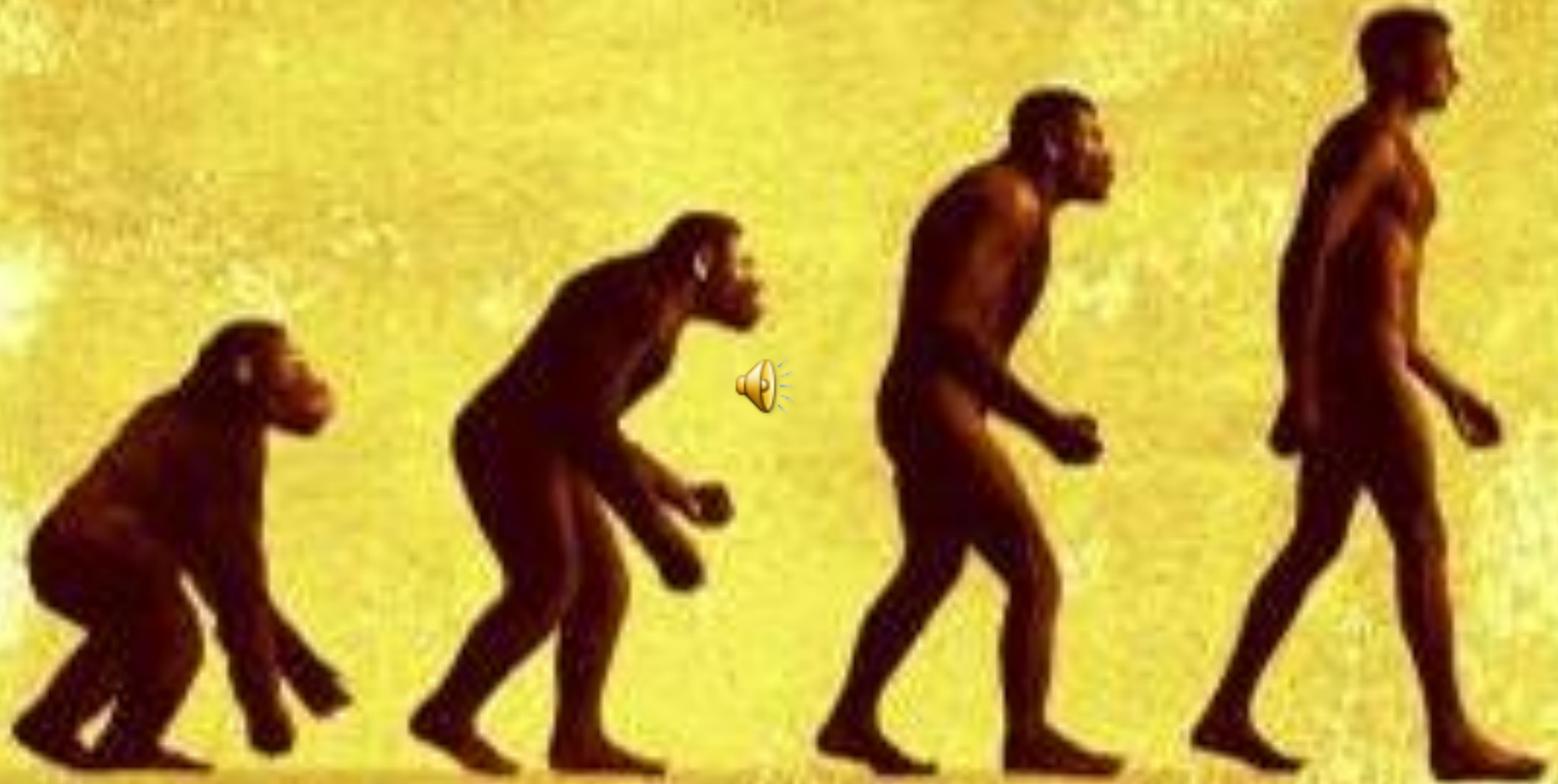
In general, consumers trust other consumers!  
 Traditional Media fare reasonably well, but online and mobile  
 phone Ads aren't to be trusted



Are South Koreans the world's most avid bloggers?  
 Consumer opinions posted online –  
 Top 10 Trust completely/somewhat



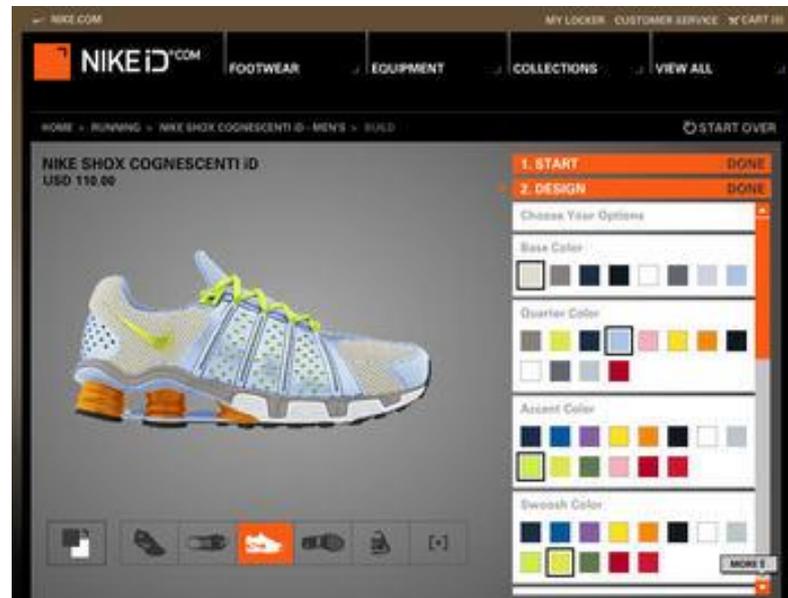
# Consumer Evolution



# Characteristics of the New 3D Consumer

## Personalization

Consumers expect brands to cater to their lifestyle and want products to be personal



# Characteristics of the New 3D Consumer

## Culture of Sharing

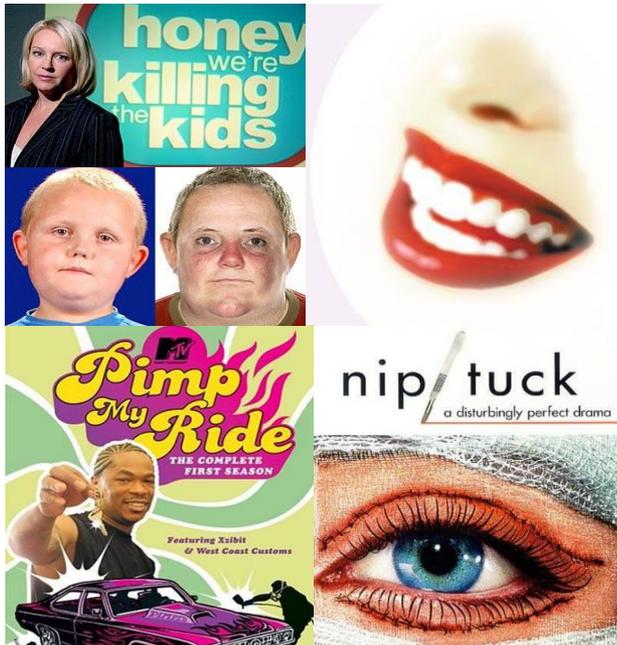
Consumers want to belong, share and be heard



# Characteristics of the New 3D Consumer

## Self Improvement

Increased self awareness and desire for self improvement



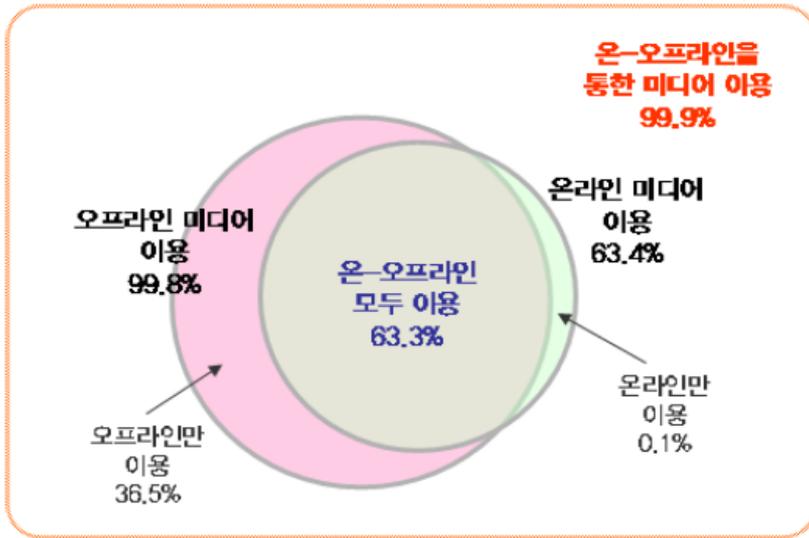
## Characteristics of the New 3D Consumer

### Co-creation

Consumers are helping shape brands and products and how they communicate

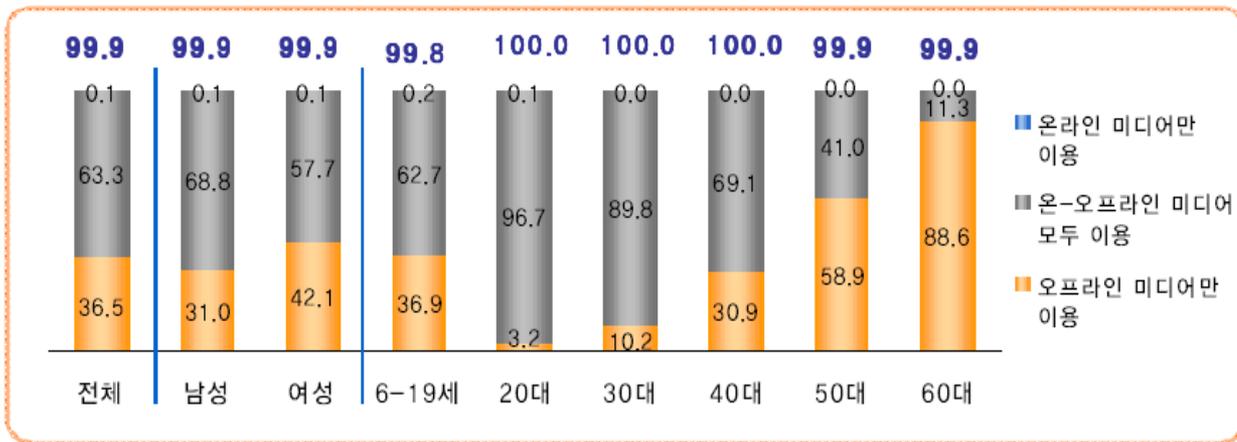


[그림 1. 온-오프라인을 통한 미디어 이용 현황-만6세 이상 인구]



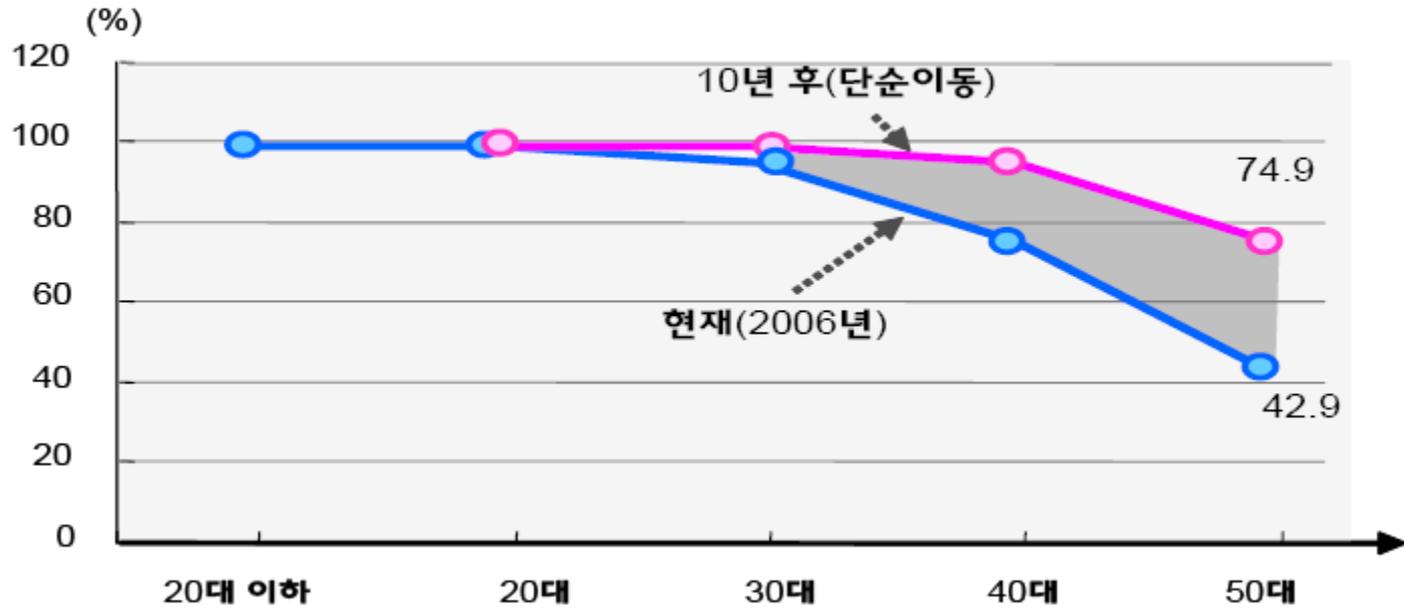
고객들은 다양한 미디어 채널을 통해서 본인이 얻고자 하는 것만을 선택하게 됨

[그림 2. 성·연령별 온-오프라인을 통한 미디어 이용 현황-만6세 이상 인구]



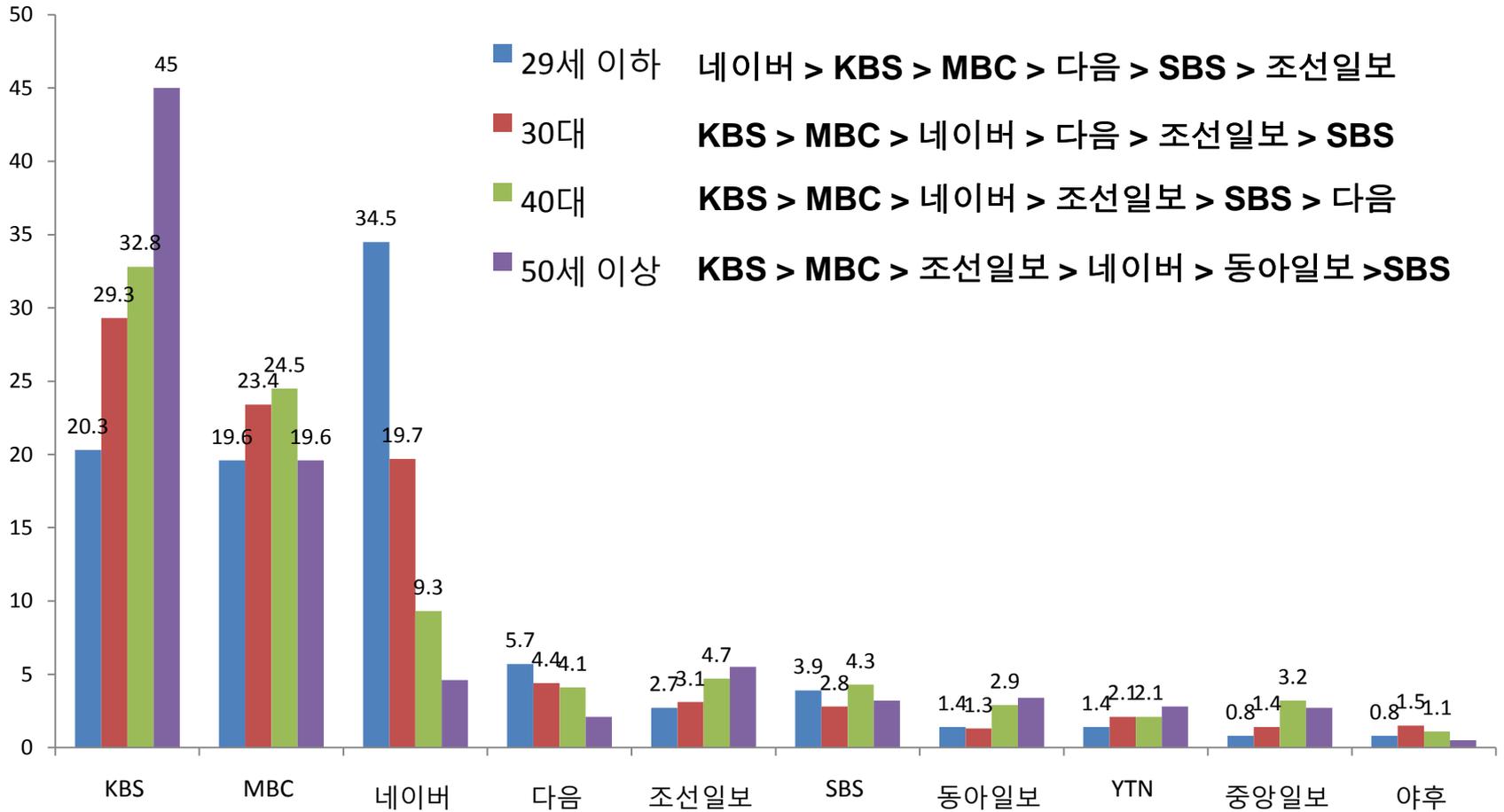
여러 미디어를 통해서 반복적으로 접하게 되는 뉴스, 정보를 신뢰하게 됨

2006년과 2016년의 연령대별 인터넷 이용률 비교



주: 2016년 인터넷 이용률은 이용자 수의 추가 증가 없이 단순히 각 연령층의 10년 후 이용률  
 자료: 한국인터넷진흥원, 『2007 한국인터넷백서』, 2007.

# 가장 영향력 있는 10대 매체





Public  
Media

'One-Source Multi-Use'



Life-style  
Media

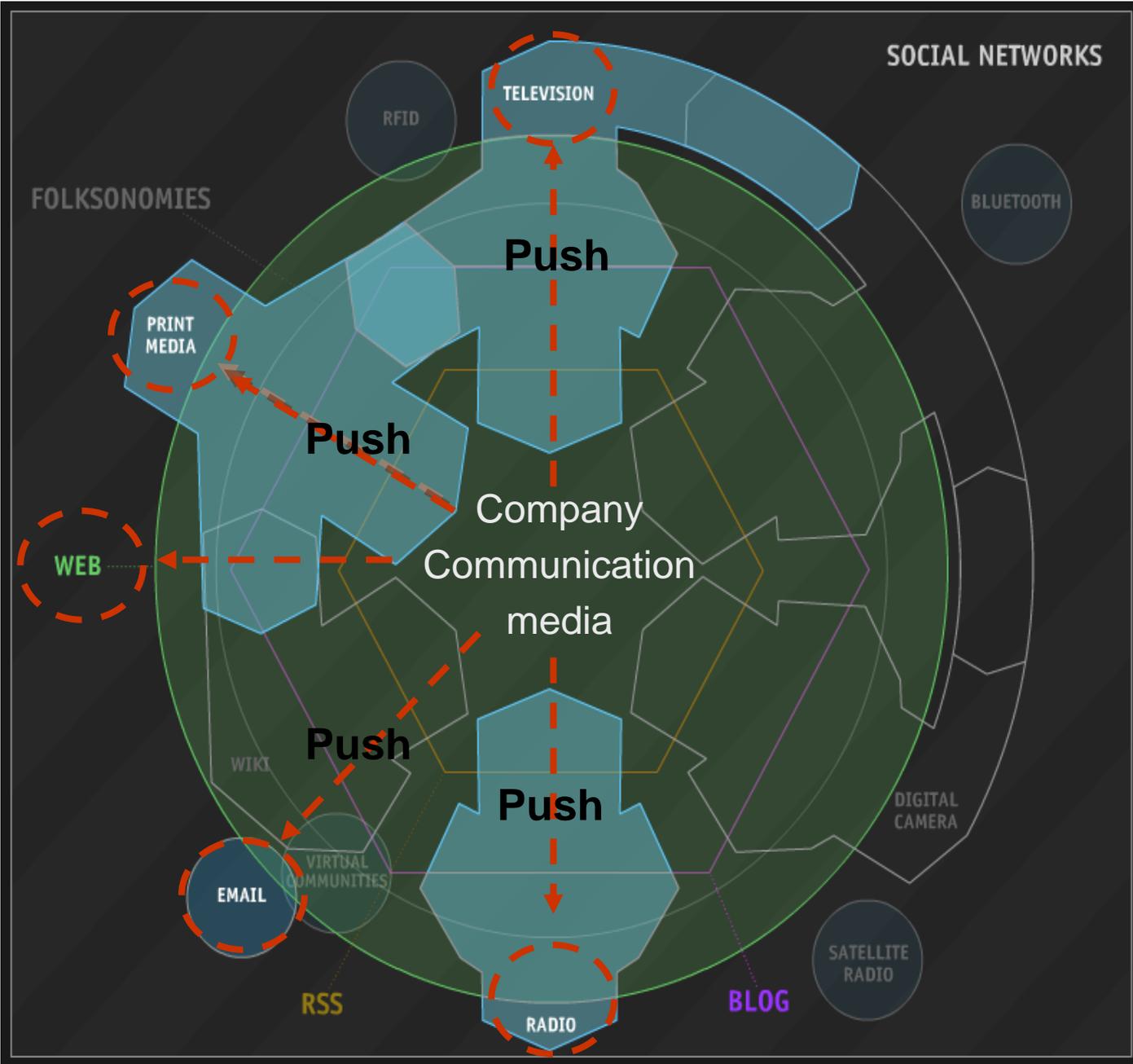
'Multi-Source Personalized-Use'

**Media** : 콘텐츠, 채널, 소통, 참여

# “ The Baby Monitor Principle ”

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Wolfgang Luenenbureger



# Customer Care

Call Center vs **Social Media**

Customer  
Relations

무엇이 다른가?

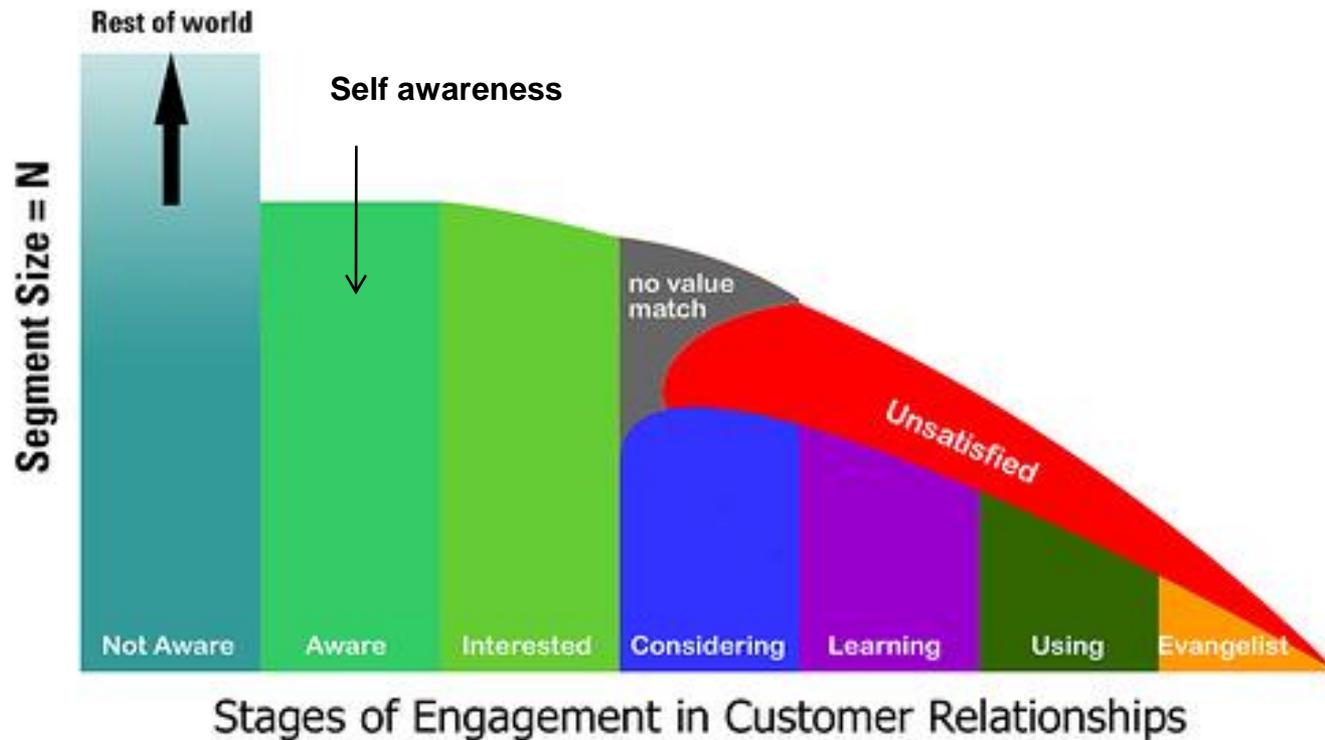
Public  
Relations



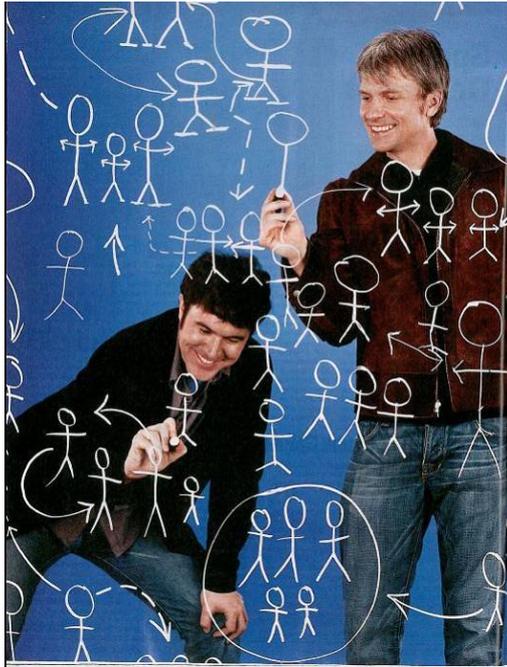
Readers



Searchers



**Customers are having conversations about companies, with or without the company's involvement with those discussions.**



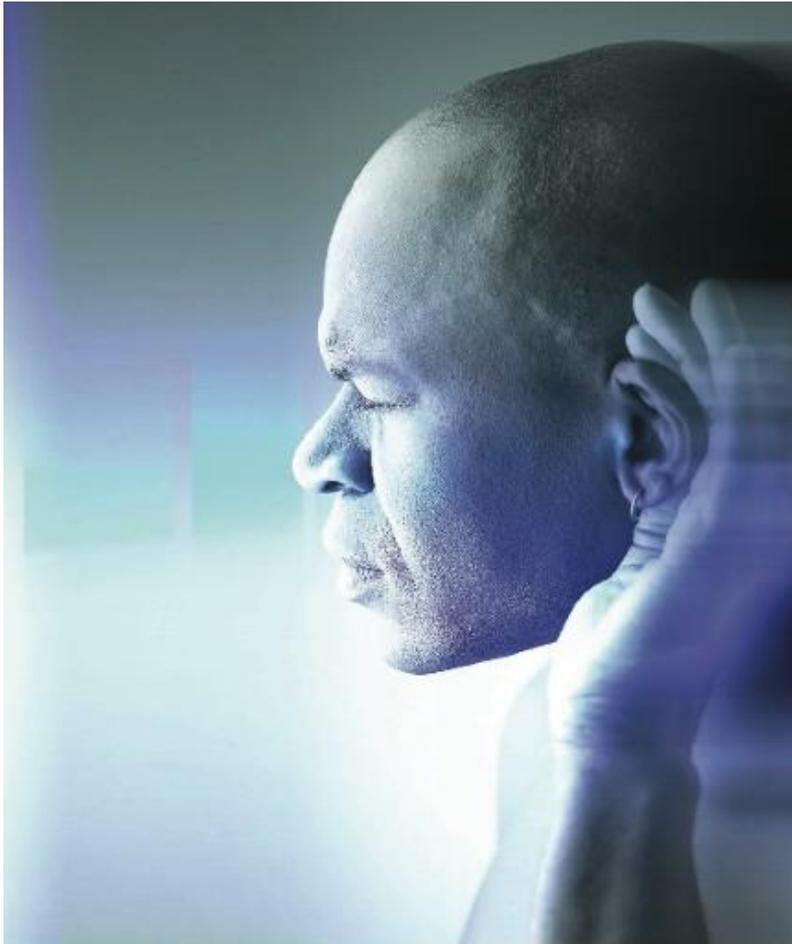
**Key of Customer Relationship**

**Conversation**

## The Role of Marketing

Marketing's role in an organization is changing. It is no longer enough to push a product or service at a customer, thinking it will meet that customer's need because they fit into a certain demographic.

Most importantly, make sure that you integrate customer success stories into your PR and marketing initiatives.



## Experts Needed

Marketers can no longer solely rely on their previous methods to understand customer needs. For example, focus groups will give us an idea of customer direction or a general understanding of behaviors, but we may not really understand what each customer segment needs without *asking them*.

**It's your move...**

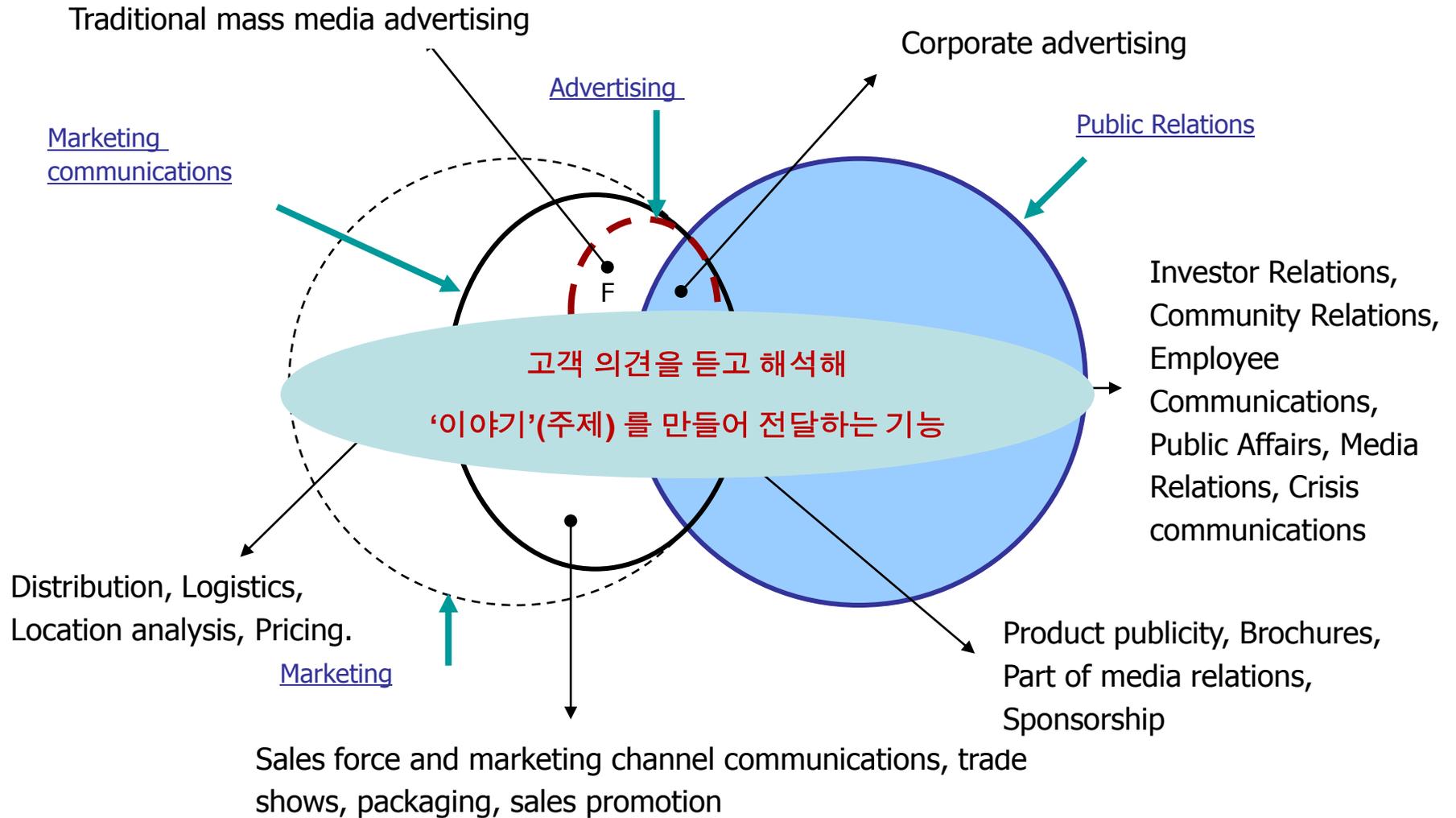


**Customer  
management**

**PR**

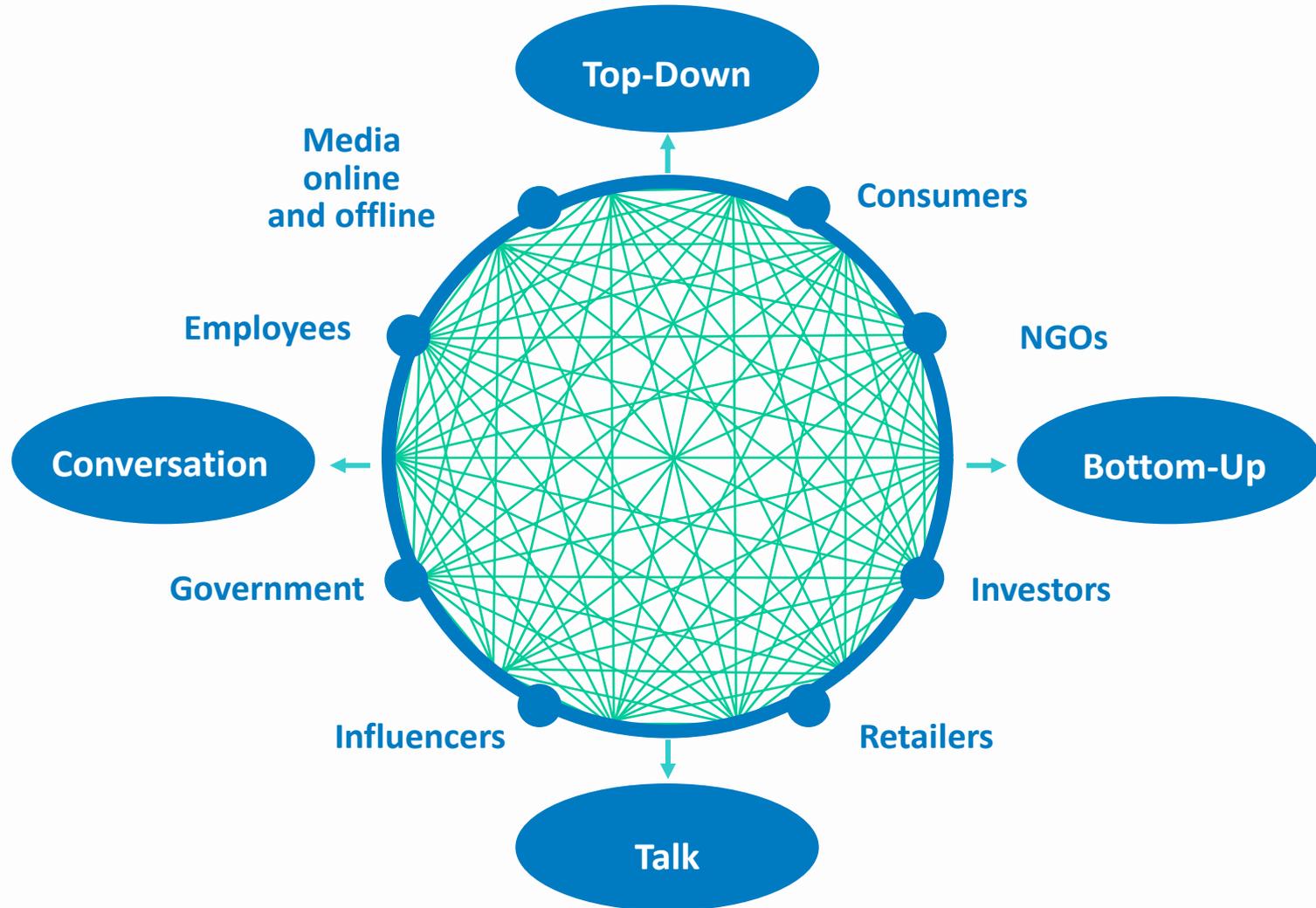
**Marketing**

# Marketing & PR



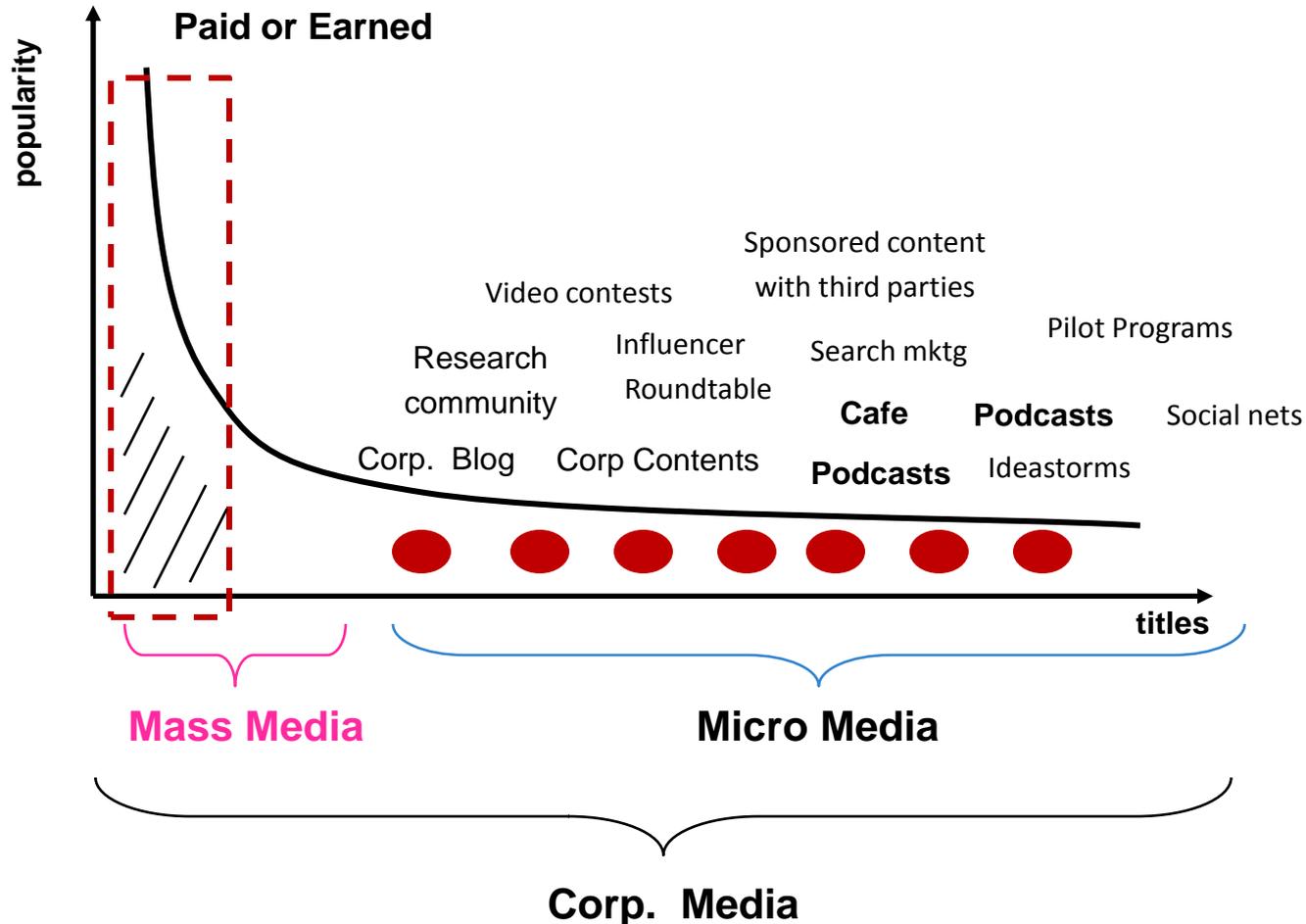
# Public Engagement Model

*Sphere of Cross - Influence in World of Expression*



# Corporate Media : Media 2.0 : Conversation Media

“ All media is social and All social is media “



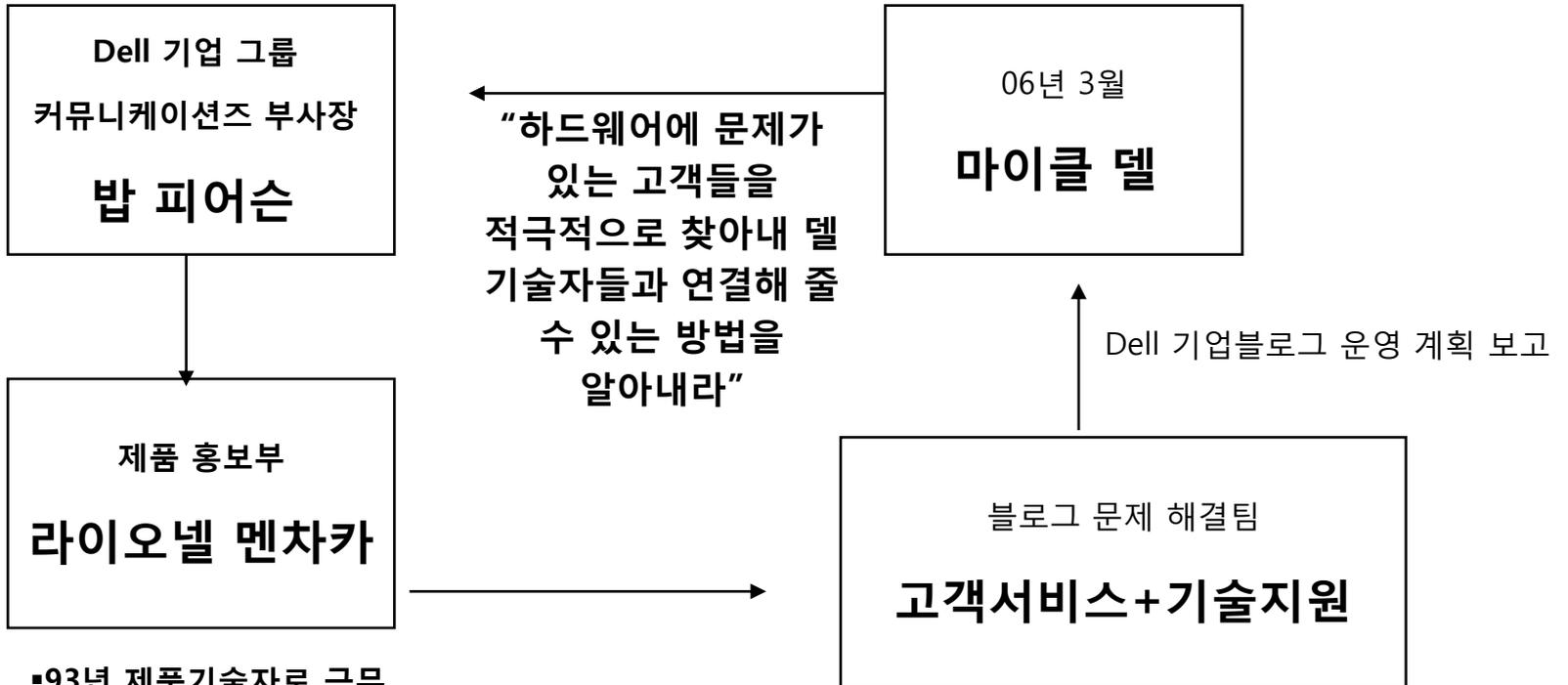
# Changes...in Here?



We need to be able to deliver on dialogue and conversation, Co-creation and personalization, social networking and original content....can we?

# Dell 사례

: 미디어의 변화를 수용하는 조직과 그 업무 담당자는 누구인가?



- 93년 제품기술자로 근무
- 97년 저널리스트 대상으로 서버 후기 프로그램 운영 전문가 필요로 홍보팀으로 합류
- 모든 생산라인 엔지니어와 작업

“잠시만 기다리세요. 다른 부서로 연결해드리겠습니다” 라는 말은 이제 하지 않게 됨

# Starbucks

*Democratic + Decentralized*

: 이 아이디어스톱은 스타벅스 조직에서 누가 담당하고 내부적으로 어떤 커뮤니케이션을 하게 되는가?



The screenshot shows the top section of the Starbucks Idea website. On the left, the text "my STARBUCKS IDEA" is displayed in a large, bold font. To its right, the words "SHARE. VOTE. DISCUSS. SEE." are arranged vertically. Below this is a green navigation bar with four links: "Share Your Idea", "View All Ideas", "Ideas In Action", and "About This Site". The Starbucks logo is positioned on the right side of the header. At the bottom left, a white box contains the text "Welcome, Guest". On the right, a large heading reads "Help shape the future of Starbucks—with your ideas".



## share

Post your Starbucks Idea—from ways we could improve to things we've never even thought of.



## vote

Check out other people's ideas and vote on the ones you like best. The community votes. The community decides.



## discuss

Talk about ideas with other customers and our Starbucks Idea Partners and help make them even better.



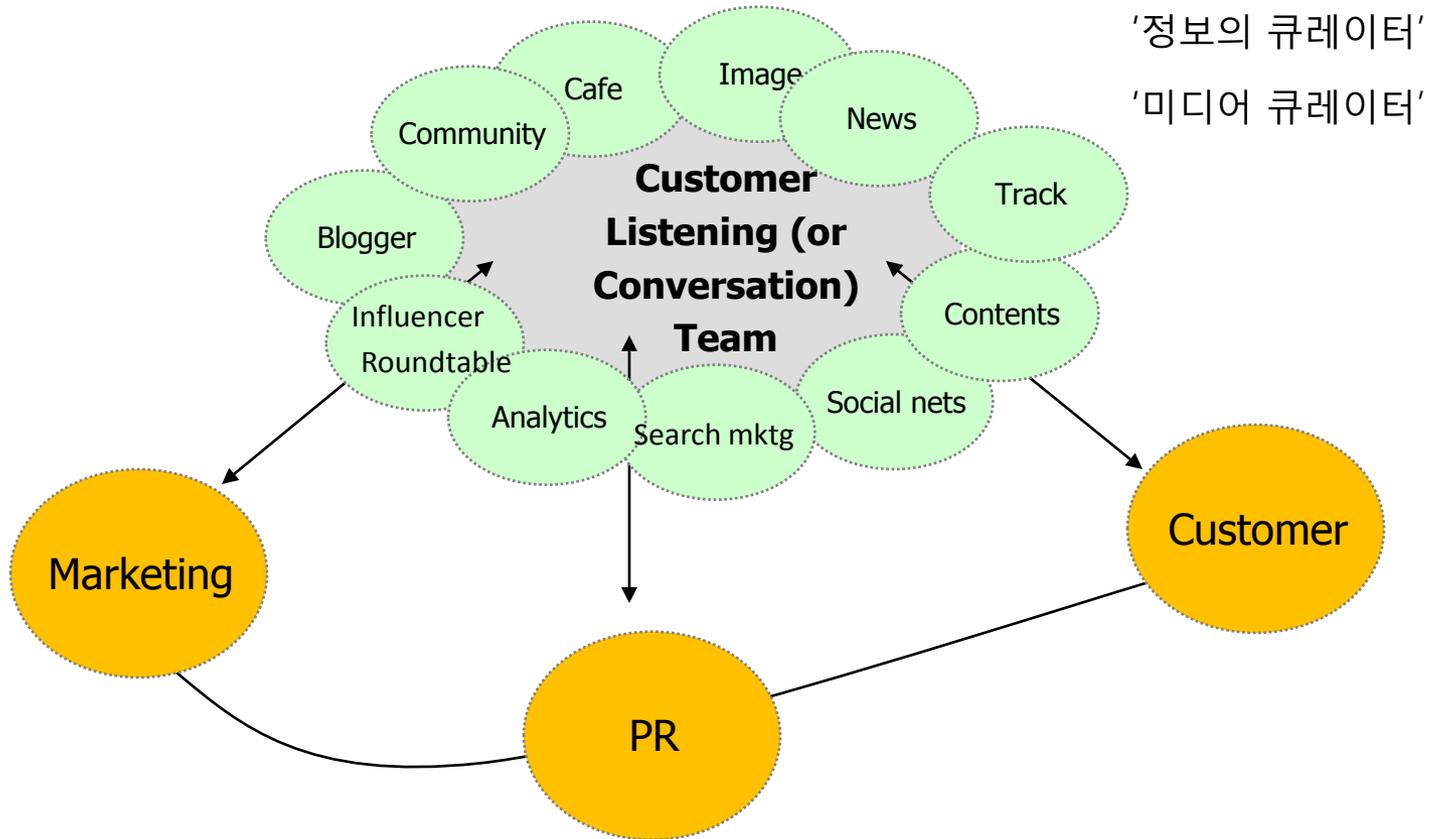
## see

This is the proof. See which of your ideas were the most popular and watch as we take action.

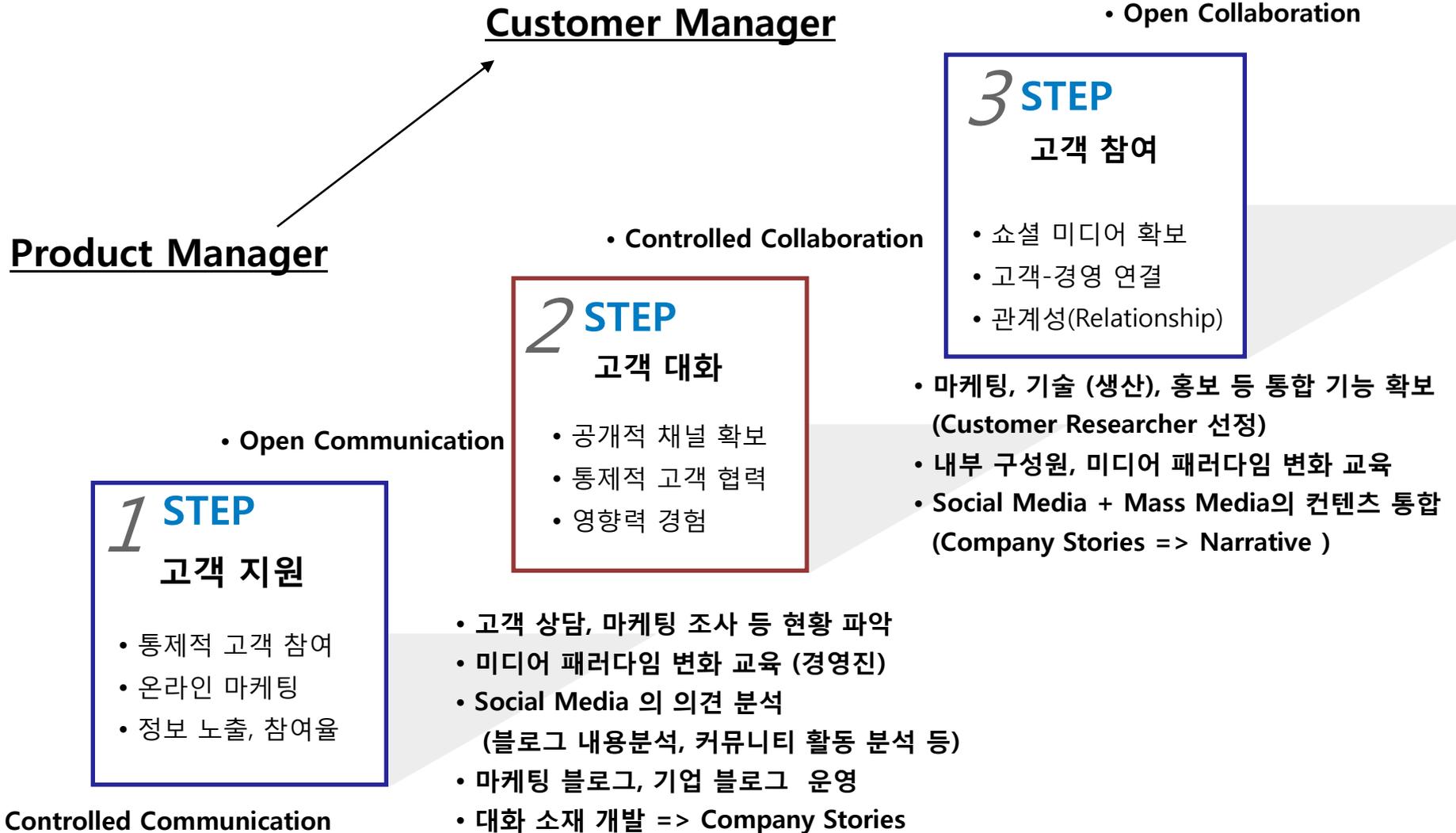
## Lesson

: 고객들의 의견을 경청하고 제품과 서비스에 그 아이디어를 적극 반영하는 플랫폼

# 조직 기능적 측면



# 기업 커뮤니케이션 2.0 Roadmap



# *Change management*

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기업의 Social Media 에 대한 이해와 수용 그리고 커뮤니케이션 조직 기능 변화

