



( , 4/27)





BU/GBM Descriptor

TN, DM, DA,  
Semiconductor, LCD

Intel® Solution Services

Platform Sub-brand



Category Sub-brand

*Anycall*



Product Sub-brand



Ingredient Brand



Technology Descriptor



Product Name (Pet Name)

- Evolution (SCH-A895)
- Wave (SGH-A800)

MOTORAZRV3



## *Right Brand Management*

Brand Architecture



## *Right Message*

Brand Platform & Campaign  
Brand Sensory Identity

## *Right Channel*

Market Contact Audit

## *Right Exposure*

Market Effectiveness Measure

BRAND PREFERENCE

ICON BRAND



Brand Architecture



99 Single master brand  
05 가 Sub brand

Brand Strategy Platform



Target, Brand essence, Brand Positioning  
- Sensible brand buyer -> Hi-life seeker

Brand Campaign

-

Brand Sensory Identity



from Visual Identity to Sensory Identity  
- see, hear, touch, smell

Market Contact Audit



Communication channel, mix

Marketing Effectiveness Measure



Tracking, monitoring, effectiveness



**Individual Branding**

Individual Brand

Zipel  
Hauzen  
PAVV

Sub - Branding

**sub-Branding**

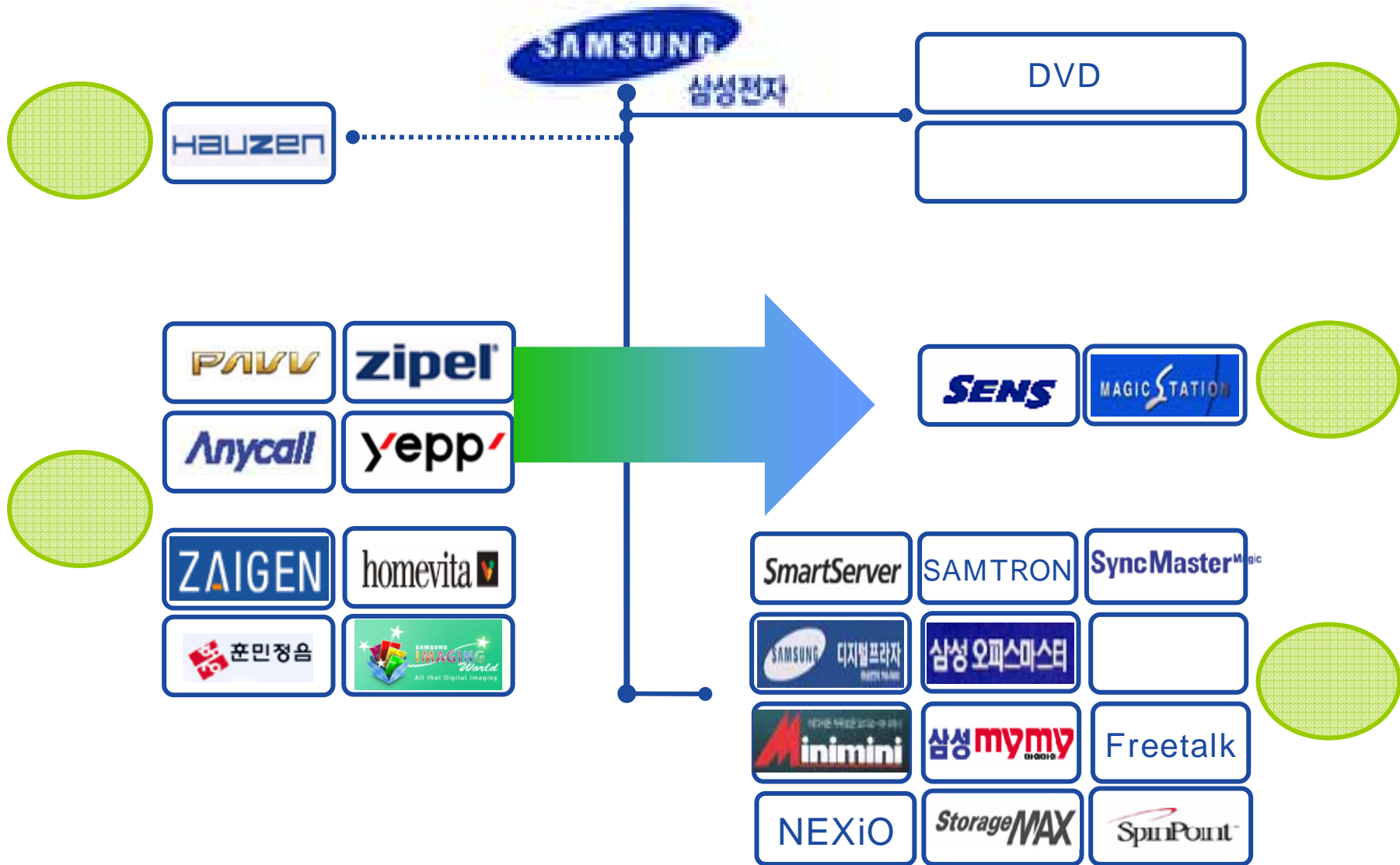
Samsung + Sub-Brand

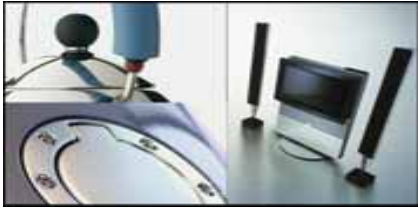
Individual Branding

**Corporate Branding**

Samsung + Product Name

DVD  
CD-RW





~ 90	=> 가
'95 ~	Brand Brand Survey ( 1 )
'97	-. -. ,
'98	Brand Identity Comm. 戰略 ( )
'98 3	가 가( / )
'00	Brand Value-up ( , )
'01 ~	Brand Renewal Project
'02	2 가 가( / ) (BCPI)

# SAMSUNG = GLOBAL ICON BRAND

