

Global News



[ANA]

6, ANA가
가

67%가

[] Clear Channel

12,000

Clear Channel

ANA Bob Liodice “
TV 가

가 Laraine Mancini

“ , ROI “

가

가

10

10-12

20

15

52%

42%

가

, 22%

Clear Channel

[] - 5

Harris Interactive

가

[]

. Harris

1995

Ofcom

TV

, 가 5

1

. 2003 10

가

2,000

Ofcom

30%

● 2004

1	(Sony)
2	(Coca-Cola)
3	(Dell Computer)
4	(Kraft Foods)
5	(Toyota)
6	(Ford)
7	(Honda)
8	P&G(Procter & Gamble)
9	GE(General Electric)
10	GM(General Motors)

가

가

[] 8,700

8,700

28% 가

6.7%

가

가

2004 6 10~16

(CINIC)

50%

, 18

2,136

34

KAA + 2004 + 7 - 8

ANA 2004 Annual Conference Masters of Marketing

- : 2004 10 7 () - 10 ()
- : Naples, FL /

- Conference Program
ANA's Annual Conference
가 . 3
가

. Building Successful Brands

- : 2004. 10. 8()
- : Larry Light (McDonald's)
John Costello (The Home Depot)
Terry Semel (Yahoo!)
Beth Comstock (General Electric)
Deborah Wahl Meyer (Toyota)
Kevin Roberts (Saatchi & Saatchi)

. Marketing Accountability / ROI

- : 2004. 10. 9()
- : Michael J. Winkler (Hewlett-Packard)
Barbara M. Ford (Kraft Foods Global)
James R. Stengel (Procter & Gamble)
Paul Hyde (Booz Allen Hamilton)

. Marketing Innovation / Creativity

- : 2004. 10. 10()
- : Jeffery Kwatinetz (The Firm)
Tim Finchem (PGA Tour)
Jeff Bell (Daimler-Chrysler Chrysler/Jeep)

(www.kaa.or.kr)

782-8390

