

A Study on the Culture Marketing Using the “Digital Costume Avatar”

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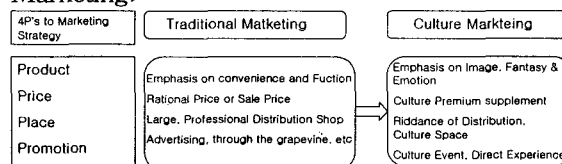
If we look closely to the power shift of the powerful countries historically, during the 16th century Spain’s power came from gold, colony trade, the mercenary force, close relation with the thrown, 17th century Netherlands owes their power to trade, capital market, the marines, 18th century France owes it to population, agriculture, public administration, and the army. Also, England had their industry, political unity, finance and trust, the marines, liberalistic principles, a geographical merit of being an island which can be defended well and the 20th century America has their cosmopolitan culture, supernational communication, the capacity of the economy, science technology, military strength, alliances, liberalism international formation. But in the 21st century culture and art will prevail over the information age where technology and knowledge was the key, and it is predicted that this will be the source of power for a strong country. Rolfe Yesson, the head of The Copenhagen Research Center for future studies said, “Information age has ended and in the future Dream Society will arrive which focuses on making distinctions by delivering dreams and emotions to consumers.” As cyberspace gradually substitutes reality, cyberspace has become more than an information search engine and has become a place where people fulfill their desires and exchange culture. And as a medium for diffusing culture, the importance of the digital dress-up avatar is predicted to increase gradually.

When Korea was under a foreign exchange crisis, Gi Sormang, a culture critic and economist in France said, “The crisis Korea is facing is not just an economy problem. Their facing a problem of having no particular Korea culture image product to show to the world. Putting the Korea Culture & Contents Agency which was built in August of 2001 in the center, the business of constructing cultural content database is moving forward beginning

2002, and by the first half of 2003, a project is being progressed to construct 4 costume culture contents business. But to overcome the phase of constructing simple culture content for culture marketing has to be overcome and the study of costume of image, story, and emotion from a culture marketing aspect image, story, emotion still leaves much to be desired.

This paper intends to combine costume as a Korean cultural image product with the avatar system and study it from a culture marketing aspect. The method used is research through document study and case study, and for culture marketing example the marketing strategies for domestic and foreign corporate image were chosen. Shown in the diagram below, comparison of the traditional marketing and culture marketing was done and the types of culture marketing using dress-up avatar was analyzed.

<Comparison of the Traditional and Culture Marketing>



<Analysis of Culture Marketing Using Costume Avatar>

