

-

\*

**The Case Study on Developing an Emerging Market through  
Proactive Response.  
- A Success Story on Innisfree of Pacific Corp.**

( )  
[sjoh@base.yonsei.ac.kr](mailto:sjoh@base.yonsei.ac.kr)

( )  
[dskwak@chungang.edu](mailto:dskwak@chungang.edu)

( )

( )

---

\* 2001



. 2000

< 1> 2000 10 ( 가 ) : , %

	8,200	38.7
	3,750	17.7
	3,340	15.7
	1,390	6.6
	1,200	5.6
	860	4.1
&	690	3.3
	660	3.1
	650	3.1
	450	2.1

2.3.

1990 가 . 1991

30 50% 가

가

가

가

(Direct

Selling),

가

95

, TV

가

### 3. Trend

Trend

#### 3.1. Trend

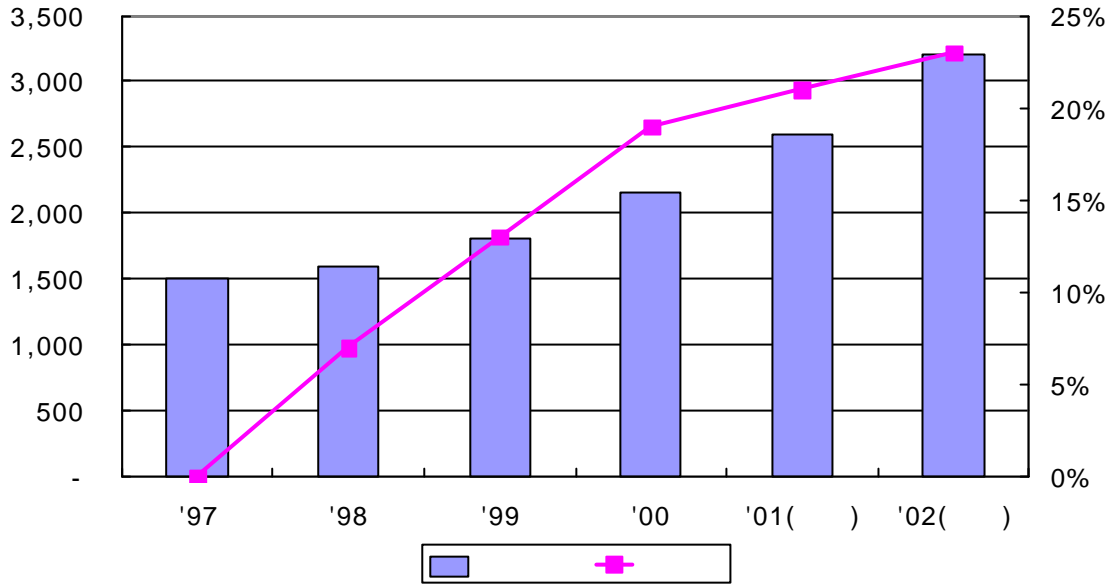
Trend , 21 “Mega Trend” 가  
 , . 21 ,  
 ,  
 ,  
 ,  
 가  
 , Trend , 1996  
 가  
 가 가 가  
 “MASS”  
 ,  
 가 (Brand Equity)  
 Brand 가  
 가  
 가  
 , 21 가  
 가  
 The Body Shop

#### 3.2.

MASS  
MASS

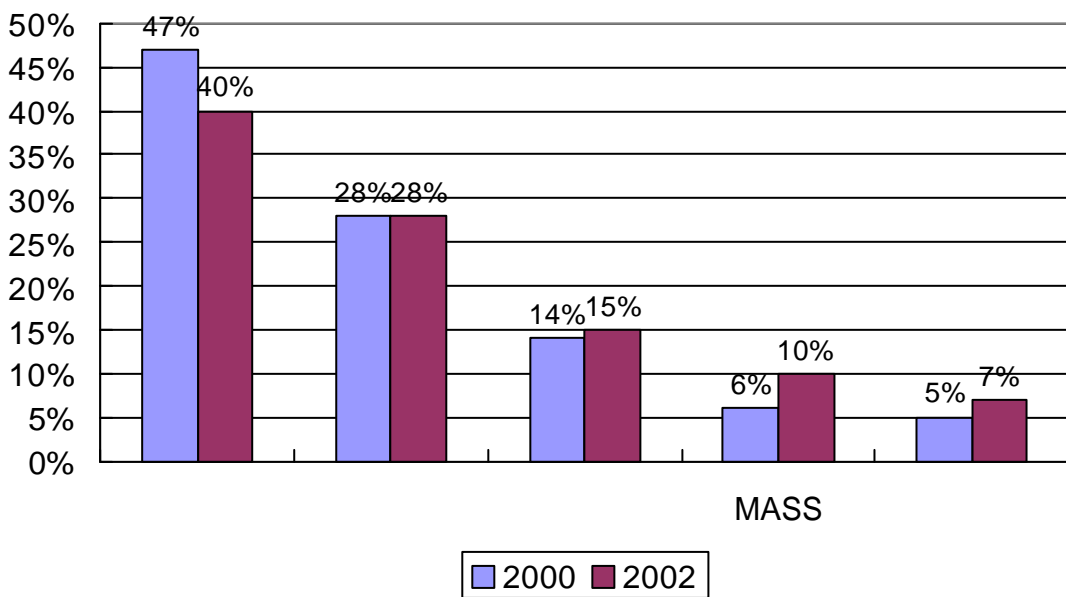
2000 2,150  
 , 2002 3,200  
 . MASS

< 1> MASS : , %



200  
 , 2001  
 . MASS 가

< 2>



2000 MASS 가 6% IMF  
 , 2002 10% 가  
 , 가 MASS 가  
 , 가 21 가

#### 4.

##### 4.1.

MASS 가  
 NATEC ([www.natec.co.kr](http://www.natec.co.kr)) “  
 ...”  
 Kiosk  
 , Self-Selection  
 가 Self  
 Kiosk , Self-Selection  
 Trend가  
 , 가 가  
 NATEC 가  
 . 12가  
 (ACNielsen BASES II)

4.2.

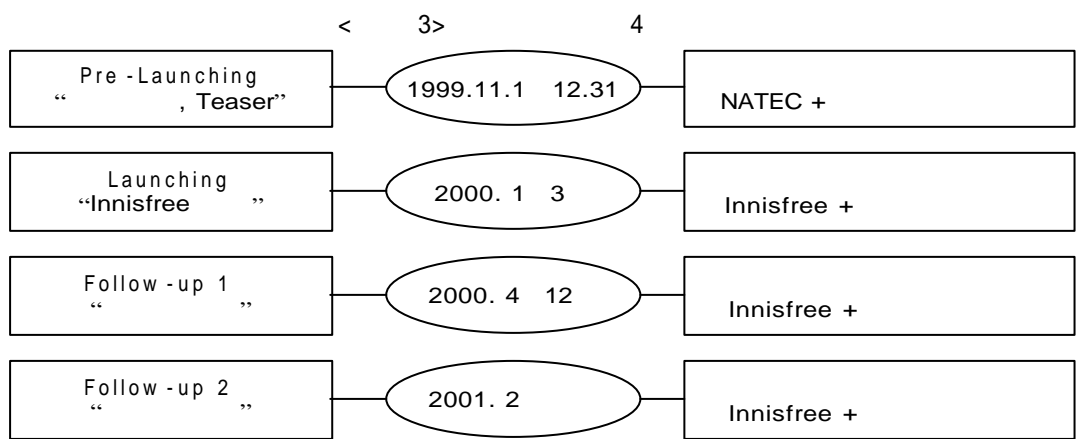
“ NATEC  
 12가  
 Self , 12가  
 Self 5 8가  
 가  
 20 64 ( 34 , 30 )

4.3.

MASS of innisfree” 가가 “ Garden of innisfree Self ,

4.4.

Teaser 4 , 1  
 , 2  
 , 3 , 4



1999 11 1 NATEC ,  
 , TV ,  
 ,  
 , “ ”, “ innisfree Tree Zone  
 ... ” 가  
 “ Jazz Festival ” “ ”  
 , 2 2001  
 ‘ Garden of innisfree ’ 1

5.

50 20%  
 . 2001.9  
 80 L 65  
 , 25%  
 , 2000 150 130  
 1 . 2001 200 280  
 .  
 2001 8 9% , 48%  
 ,  
 가  
 1, 2가



6.

6.1.

21  
 , MASS  
 2  
 (Naturalism)  
 MASS

6.2.

가  
 가  
 가 Self-Selection  
 Garden of innisfree

6.3.

가  
 3-4

< >

(2000), “ , , , ”, 4 .

, (1999), “ : ”,

, , pp 107-124.

, (1999), “The Body Shop Value & Vision ”,

, p 275.

, (2001), “ ”, , pp45-48.

, (2001), “ ”, , pp87-91.

(2000), “ : ‘ ’ ”, 5 15

(1995), 50 , 50 , pp 171-223, pp313-322.