

A Study on the Promotion Strategies of the Fashion Brands using Character - Focused on 5 Brands in 2005 -

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Abstract

The purpose of this study were to analyze the character usage situation such as domestic and foreign character's type, expression method and items, and also to propose the character usage promotion strategies of future fashion brands to activate and merge the character business and fashion. Five brands are selected for this study. The future promotion strategies of the Fashion Brands with characters were as follows : 1) stimulating the customers to purchase by awakening the sweet reminisce, 2) promoting the reputation of the fashion company's brand, 3) gaining an opportunity to raise their sales amount by taking advantage of emotional marketing or experience marketing.

Key words : character, promotion, fashion-brand, character-industry.

1. Introduction

The trend of casual market in 2005 was 'character'. So various characters such as cartoon, animation, illustration were used actively in fashion brand.

Before 1999, the clothes with character was only for children. In summer season, One point character was printed on T-shirts was only for the adult.

But after 1999, Character catalyzed the fashion product, so the apply range was extended into uni-sex, young casual, women's young casual, men's casual, sports casual, inner wear, necktie and accessories etc¹⁾.

In 2004, Retro Character appeared in abroad collection for memorizing Mickey character's 100th birth anniversary and was introduced on spring and summer season collections in 2005.

Hero characters such as 'Bat Man', 'Robin' and 'Super man' also showed up humorously in men's collection²⁾.

As the character is attached on the clothes, bag and shoes, it displays great customer absorption force. And the fashion company will gain a great profit.

According to the fashion business circle, they said that the cute and humorous characters shared the fashion market, and the first half season's sale rate was shown relatively high in 2005³⁾.

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¹⁾ A sales good condition of casual character products (8 March 2005), Apparel News, TexHerald (1998), 125.

²⁾ 'Retro fun' penetration to the masses!, Fashionbiz (March 2005), 105.

The problem is that the most of the fashion companies enforce the disposable marketing, which is to use the popular characters in a short time to gain a lot of profit.

Therefore, a study of emotional marketing, which is to develop a character with high recognition, a feeling of intimacy, readable, and effectiveness of new value added⁴⁾, and to raise the purchase-effect from the customer is required.

The purpose of this study are to analyze the character usage situation such as domestic and foreign character's type, expression method and items of five brands which are highly recognized by the consumer, and to propose the character usage promotion strategies of future fashion brands to activate and merge the character business and fashion.

II. Research Method and Procedure

The methods of research and steps are as follows : First, in the introduction, this study will define conception of character, and then review character business of the fashion leading countries. Second, this study analyze the character usage situation of five character brands which are highly recognized from the consumer during spring and summer in 2005.

Third, this study will propose the character usage promotion strategies of future fashion brands.

These highly recorded twenty brands are selected from the brands which have been collected by forty students who is majoring in

fashion. Those brands are 'ASK', 'BLUE MARU', 'NIPPER', 'SMEX', 'DOHC', 'MF', 'GGPX', 'BETY BOOP', 'LES COQUE SPORTIVE', 'UCLA', 'MLB', 'CLIDE', 'EDIWIN', 'ENGIN', 'EIGHENPOST', 'TBJ', 'TEENIE WEENIE', 'PAUL FARNK', 'BAMBI COURTURE'.

These selected brands are showed as sample and then the recognition rate of aided recollection brands were surveyed.

Five brands, highly recorded were 'TBJ(90%)', 'EIGHENPOST(72%)', 'TEENIE WEENIE(71%)', 'CLIDE(69%)', 'ASK(67%)'. Therefore, this study analyzed introduction and character's promotion strategies about the five brands.

III. Theoretical Background

I. Concept of Character

A terminology of Character is derived from 'Fanciful Character' in the contract document of Disney's cartoon movie such as 'Snow White', 'Bambi' in 1950's⁵⁾.

Many scholars have various opinion about the character.

Byung-Doo Lee(1994)⁶⁾ said that the character is the sculpture, which is used for image symbol of some object or subject, and it exposes repetitiously to the people through the optical media. Shin-Young Choo(2004)⁷⁾ said that the character is the configuration, which is representing the feature and oneself's personality by painting or picture. She also said character is a symbol, which has vigorous personality including the interest grabbing name, personality, behavior. Chul-Gyu Kim(2001)⁸⁾ said that the character is a thing which means character and personality

³ Texherald. Casual. "In this spring character product is hot item!!" (24 February 2005). Texherald. 17.

⁴ Hyai-Jin Cho and Suk-Joon Choi. "A Study on Character Brand Marketing Strategies," *Journal of Korea Design & Culture* 9, no. 3 (2003): 106.

⁵ Macot Miyasita, translator Sang-Taeg. Chung Character Business. *Sale the Emotional Experience* (2002), 59.

⁶ Byung-Do Lee, "A Study on the Domestic Sport Team Character" (Master's thesis, Youngnam University Graduation School, 1994), 7.

⁷ Shin-Young Choo, A legal nature of character-focused on copyright-. in *A Study of Jurisprudence*. 12(12), (Kyungsang university, 2004), 148.

⁸ Chul-Gyu Kim. "A Study on stimulus of consumer behavior and character as optical communication," (Master's thesis, Yeonsei university graduation school, 2001), 40.

of the cast in the movie, play, cartoon, novel, and a artificial deed-subject, which has distinguished the character with other object explicitly. Young-Jin Choi(1996)⁹⁾ said that the character is a personality or specific character, graphic letter, sign and the cast in a novel or play. Kyung-Shil Bag, Tae-Soon Yu(2002)¹⁰⁾ said that character imply the meaning such as a personality of someone or specific character of something, sign graphic mark, the cast of novel or play, reputation and capacity. In other word, it is a new object with specific property, which was given a strong individuality at universal trait

Like this, there are two different opinion : one is a interpretation of basic meaning, another is a interpretation of extended meaning.

Bong-Joon Ha(1995)¹¹⁾ said that the character has not only a character of the external form but also strong personality in the name, trait, behavior and voice and is something to apply into the product or service to make a familiarity. Sung-Hee Kim(1996)¹²⁾ said that the Character is a kind of optical object with specific character. It could be existed alone or be created form which symbol company or group, product, idea, event etc.

Ho-jung Lee and Yoon-sook Lee(1997)¹³⁾ said that character is a special quality of product, which is decided by the price, quality and de-

sign. For example, there are advertising model or talent's character, animation's motif, T-shirts's pattern. Jee-Young Lee(2002)¹⁴⁾ said that Character is a symbol, which is made by the unique optical express method to recognize certain product or brand's character. Jung-lim Seo, Kyung-Ok Jin(2004)¹⁵⁾ said that character has a goal to appeal a company or product; It also has roll of the eye catcher which is used for certain person or animal and plants. It is a factor to appeal the company or its product. Nae-Kyung Shin (2003)¹⁶⁾ had a opinion that character is a illustration of a person or an animal which is used repeatedly to associate special object in certain company or its product's promotion or advertisement. So-Yeon Park(2003)¹⁷⁾ said that the character is a feature, which gain recognition or value in the first market such as animation, publish, cartoon, game, movie, stationery as not a factor of design but a property; it is a generic of the configuration, which has a life force through its unique personality and character.

Other than that, there is an opinion that the character is a printing into toy, stationery, clothes and food wrap or a making doll as a person or animal that appears in popular cartoon, TV program, theater¹⁸⁾. Ji-Eun Yu(2004)¹⁹⁾ said that the character was structured by proper design factor such as person or animal in masterpiece

⁹⁾ Young-Jin Choi, "A study on the symbolic analysis and the expression of the character," (Master's thesis, Kookmin University Graduation School, 1996), 9.

¹⁰⁾ Kyung-Sil Back and Tai-Soon Yoo, "An Analysis of Consumer Preference and Purchasing Behavior for the Character Image used in Fashion Commodity" (2002), 561-572.

¹¹⁾ Bong-Joon Ha, "Advertisement Information, Korea Broadcasting Advertisement Public Affairs" (1995), 37.

¹²⁾ Sung-Hee Kim, "A Study on the Character Fashion-Focused on Character Motive Clothing-," (Master's thesis, Ewha Women's University Graduation School, 1996), 3-4.

¹³⁾ Ho-Jung Lee and Yun-Sook Lee, *Fashion Business Dictionary* (Seoul: Kyuhakyongusa, 1997), 364.

¹⁴⁾ Jee-Young Lee, Min-young An and Jae-Ok Park, "A Consumer Recognition and Purchasing Deed of Sports Brand's Character," *Journal of Costume Culture* 10, no. 2 (2002): 105.

¹⁵⁾ Jung-lim Seo and Chung-Ok Chin, "A Molding of Cyber Character's Costume in the Simulated Space," *Costume* 54, no. 3 (2004): 99-112.

¹⁶⁾ Nae-Kyung Sdae and Chung-Ok Chin, "A Study on the Semiotic Approach of Brand Cahracter," *Journal of Optical Design* 13 (2004): 104.

¹⁷⁾ So-Yeon Park, *Character Marketing* (Seoul: Sodam Publisher, 2003).

¹⁸⁾ Si-Sa, *New world current events terminology dictionary* (1993), 234-235.

¹⁹⁾ Ji-Eun Yu, *Hi Character, Hello Marketing* (Future's window, 2004), 25, 13.

or story, or famous star.

It is a corporate body with life power that such elements are combined and put some original message and formed identity. She also said that the character has some story and possibility of product, and connect with every media and must emphasize the advertiser and could distinguish from the rival.

It could be arranged into two types meaning interpretation; the first one is the basic meaning interpretation only for point out the character itself. Another is the extended meaning interpretation, which include ancillary roll, which symbol or allure second object.

In this study, the character is defined a optical image such as illustration, picture, graphic, logo, letter and person, that represent some character of product as being applied in fashion brand, and distinguish with other brand explicitly. It also has some message and story, and possibility linking with the promotion of the fashion product.

And it will be defined 'promotion using character' that all activities, which the character is produced in fashion product, the customer recognize the brand by the character, and then make them purchase the product.

2. Character Industry of America, Japan and Korea

The beginning of a character industry started from Hall who prescribe the character as 'social communication'.

Mr. Hall established the card manufacture company in 1910 and he became the founder of America character industry.

After then, In 1928, a sound film, 'steamer WALLY' got great popularity. The next year, in 1929, America product manufacture, Mr. Pat

Power started license business as using the character on the school supplies after pay 300 dollars²⁰.

1) America's Character Industry

Representative companies which are holding a character market of America are Disney and Warner Brothers.

The success of Walt Disney character started from the mouse character, 'Mickey Mouse' has gained the popularity internationally in the sound movie, 'steamer Wally' in 1928.

Disney holding 'Mickey mouse' which is occupy in almost a half(49.7%) of world character market, 'Mini Mouse', 'Donald', 'Goopy', 'Fluto', 'A seven dwarf with Snow White', 'Winnie the Pooh', 'Pinocchio', 'Bambi', 'Cinderella', 'Piter Pan', 'The beautiful woman of the forest to sleep', 'Little Mermaid', 'The Beauty and Beast', 'Alladin', 'Lion King', 'A poka spirit Tass', 'The Hunchback of Notre Dame', 'Toy Story', 'Hercules', 'Mulan'.

It is doing license business with over 3,000 companies in the whole world^{22,23}.

While, Warnner Brothers, which gained 60,000,000,000 dollars by the character business, started by four Warnner Brothers; Harris, Aive, Jack, Sam.

Today, It is the subsidiary company of a Time Won group leading by Luput Murdog, a speech financial clique.

The main business of the company 'Wanner' was movie, but it started character business when the movie 'Bat man' gained great popularity.

With popularity of the movies, the company sold black and gold batman T-shirts of 30,000,000 pieces through the whole world, gained over 2,000,000,000 dollars, started cha-

²⁰ Hyae-Jung Lim, "A Study on Activation of character products in cartoon industry." (Master's thesis, Busan Womens University, 1997). 11-12.

So-Yeon Park, *CHARACTER MARKETING* (Seoul: Sodam Publisher, 2003), 14.

²¹ www.disney.com [retrieved 14 July 2005].

²² So-Yeon Park, *Op. cit.*, (2003), 113.

²³ <http://www.warnerbros.com> [retrieved 14 July 2005].

character merchandising business.

Also, The company, Warner reached over 80 % gross income by animation Looney Toons which casted Tinytoon Adventure, Jetty Boop and 200 other characters. It runs character business such as licencing, character shop, studio, store, Warner Brothers interactive entertainment online products²³⁾.

The characters of Looney Toons were Porky, Daepy-Duck, Bugs bunny in 1938, and Elmer-Food, Tweety, Silver star, Porky Pig, Yosemite Sam, Leghorn, Road runner, Coyote, Speedy Gonzales in 1945. Banny had excellent popularity because it had expressed its character with active and vigorous movement²⁴⁾.

Snoopy of U.F.S. company is represented as not good looking or unique character but emotional and philosophic character.

This emotional part is the most important fact of character.

The worth and popularity of Snoopy character raised by the Channel, Ninaricci fashion shows on it's 50th anniversary²⁵⁾.

The other famous characters were Tom & Jerry of Turner Entertainment, Pink panther of MGM, and The Simpsons of 20 Century Fox²⁶⁾.

The strategic character of American character industries were as follows :

First, movie characters were pre-advertised during producing period and then boomed up

before playing at the theater. They were stopped on sale with finishing at the theater and then restarted on sale with video tape on the market²⁷⁾.

Second, one character was differently used by target age²⁸⁾.

Third, identity of character was checked for keeping its originality when it was applied on fashion product or licensed²⁹⁾.

2) Japanese Character Industry

Japan is represented as cartoon kingdom and character paradise³⁰⁾. Japanese people have interested in it, invested a lot, and the related industry has been developed.

There were so many characters in Japan as follows; Hello Kitty and My melody of Sanyo, Ultra man Anpanman, and Doracmong of Bandai company, Sailer moon, Dragon ball, Mazinga Z, Candy, and Galaxy railroad 999 of Doei company, Super mario, Windy sonic of Nintendo and Sega. Hello kitty was selected as an amity delegate of Japan UNICEF and it is still held popularity.

Sailer moon, Creyon cinzang, and Bandai characters recorded miracle sales amount in 1993³¹⁾.

The strategic character of Japanese character industries were as follows :

First, The animation for TV was developed than the theater's after the boom of the Space

²⁴⁾ So-Yeon Park. *Op. cit.*, (2003), 117.

²⁵⁾ So-Yeon Park. *Op. cit.*, (2003), 115, 33.

²⁶⁾ Advertisement Information. Character Industry. Character Marketing (November, 1995), 103.

²⁷⁾ Mi-Kyung Kim and Kyung-Hee Um. "An effect that an animation character influences on a child fashion." *Journal of Korea Design and Culture* 5, no. 1 (1999): 5.

Jung-Yim Lee. "A Study on Character Fashion," (Master's thesis, Seoul Women's University Graduate School, 1999), 51.

²⁸⁾ Mi-Kyung Kim and Kyung-Hee Um. *Op. cit.*, (1999), 11.

²⁹⁾ Jung-Yim Lee., *Op. cit.*, (1999), 53.

³⁰⁾ Sun-Joo Chae, "A Study on Character's Fashion Design," (Master's thesis, Ewha Women's University Graduate School, 2000), 24.

³¹⁾ <http://www.bandai.co.jp>.

Min-Kyung Lee and Myung-Sook Han, "A Study on the Character Fashion in the Viewpoint of the Cultural Dependency." *The Research Journal of the Costume Culture* (1999): 771.

³²⁾ Jung-Yim Lee., *Op. cit.*, (1999), 55.

boy Atom in 1964³²⁾.

Second, the character products were introduced from the beginning of TV animation program.

Third, each character has different target group. For example, Ultra man of Bandai company for child fashion product and Evagerion of Sinsacgi for teenager mania³³⁾.

3) Korea's Character Industry

Korean character industry started with introducing of Snoopy in 1975.

Bakdoo CM company imported Walt Disney character in 1976. The main interest for character started with 1988 Seoul Olympics mascot, Hodori³⁴⁾.

Japanese Sanyo-Korea and American Warner Brothers-Korea were introduced into Korea in 1993.

Domestic characters of Boo boo boy, Little Tommy, and Baby Dinosaur Dooley which were created in 1985, were emphasized at the end of 1990's as patriotism marketing by IMF.

The character merchandising industry in Korea started with stationery and fancy products from the middle of 1980's to target junior. It is now expanding its area to e-mail, flash, animation, e-card, cyber pet, avata³⁵⁾.

Foreign character such Cocoma-teletovie, Pocket monster, and Disimon which based on designed marketing as well as classic character such as Mickey Mouse, Snoopy, got popularity after 2000.

Walt Disney-Korea shared 50% Domestic character market and foreign character including

Japanese shared about 40%, and then domestic character shared only 10%³⁶⁾.

Mashmaro, Pucca, Baby dinosaur Dooley, Strawberry, and Zola man were developed as Korean characters³⁷⁾. Mashmaro used in fashion goods and fancy products. Pucca and Strawberry used in fashion goods family goods and T-shirts. Baby dinosaur Dooley used in under wear, socks, and sports wear³⁸⁾.

The character market size of Korea was 4,900,000,000,000 won in 2002 and it became 5,277,100,000,000 won in 2003. It was 32% of total cultural contents. The market size of domestic character in 2003 was 1,847,000,000,000 won and it shared 35%³⁹⁾.

The biggest market of domestic character product was clothing market and doll, toy, stationery, and fancy market were followed⁴⁰⁾.

The fashion business circles recognized the potential power and growth of character marketing, as the character fashion expanded rapidly in Korea. When they launched a new brand, they created new characters matched their image.

For example, the brand Lolllol characterized a skinny girl on its clothing and the brand Sports Replay used Sexy Lion on it.

The company Saenan joined together with Warner Brothers and launched Tiny Toon Adventures in 1997. The other company Joy Apparel introduced character child clothing Sesame Street.

The company Dongban T&C introduced child inner wear Casper. BYC licensed with Walt Disney character.

The company Yookyung contracted with Mi-

³³⁾ Jung-Yim Lee., *Op. cit.*, (1999), 57.

³⁴⁾ Nag-Yong Song, *Kaerikoteu bank*, (Seoul: Changjeesa, 1997), 245.

³⁵⁾ So-Yeon Park, *Op cit.*, (2003), 141.

³⁶⁾ *TexHerald*. "New Venture Character Business." (4 April, 1999), 2.

³⁷⁾ So-Yeon Park, *Op cit.*, (2003), 18-19.

³⁸⁾ So-Yeon Park, *Ibid.* (2003), 110.

³⁹⁾ Seung-Yeon Kim, "A domestic best popularity character is bizarrerie hunting rabbit," *MunWhallbo*, (2003. 5. 31), 22.

⁴⁰⁾ Hyun-Jung Park, "A Character Product Market 28% swelling," *Digital Times* (2 June 2003), 25.

key-unlimited of Walt Disney and sold one mile wear, indoor clothing, and warm up wear. It applied Mickey & Co. Looney Toon of Warner Brothers on child wear. It also used Hello Kitty of Japanese Sanyo company on adult and child clothing and developed various items and opened up new distribution channel⁴¹⁾.

The company, SangRok Apparel branded lively image of the Betty Boop, American heroin in 1930's, and raised over 30% sales amounts than former year.

The company Cetto, woman young casual brand, also characterized Dorothy of Wizard of Oz and renewed it brand image.

The companies in Korea tried to expand market with character of H.O.T. and sports stars in the end of 1990. They also introduced animation character as Dooley and O-sim.

As examples of sports star character were Chanho Park, Dongyul Sun, Sanghoon Lee, and Jongbum Lee and soccer players⁴²⁾.

The features of domestic character were as follows⁴³⁾:

- 1) BooBoo Boy : It was the first Korean character of Barunson as a mascot.
- 2) Dooley : It was a cartoon character on 'A Treasure Island' for 11 years from 1983. It also had been televised from 1987 to 1988. It was getting popularity after screened on the theater in 1996. It was used as patriotism marketing in 1997, the start of IMF, and became popular in common.
- 3) Yam : It was a kitten, which did minicure, make up and dye hair. It targeted the age 13 to 18. It imitated peer adolescence behavior and interested in fashion and diet. That formed peer adolescence sympathy.
- 4) Strawberry : It gained popularity on the age 10 to 30's. It had friends as Banana, Chestnut, Watermelon, and Lemon. It had character of poor behavior, ill nature, in-

constant, stubborn, and mischief.

The hobby was to train a kitten, Darangee. It was more matured than age, grow up so fast, interested in erotic. Since it wanted to be a supper model, it trained stretching very hard to recover body defect⁴⁴⁾.

The distinctive marketing strategy of it was to classify several characters in same space.

- 5) Mashimaro : It was a Korea character which was born and gained popularity through a new medium, internet flash, and gained popularity. It was a specific example that affected Yupggi-boom in 2000's.
- 6) Pucca : It was a character of Vooz company and showed up on the online such as mobile and e-card. It followed the popularity after Mashimaro. It had an distinctive design of red and black contrast. The funny love story, which a woman dashed to a man, formed a great sympathy with the age 13 to 18 and picked out their catharsis.

IV. Analysis and Results

1. TBJ(www.tbj.net)

1) Brand Introduction(Table 1)

〈Table 1〉 Introduction of Brand 'TBJ'

Company name	MK TREND
Launching year	1995
Business type fashion zone	NB unit sex casual
Brand's meaning	The Best Jean
Brand's concept	Reasonable and practical mind owner, having sensual mind and interest in trend; young mind of new generation
Target	Main : 17 - 22, sub : 17 - 30's

⁴¹⁾ Texherald, *Op. cit.*, (1999), 240.

⁴²⁾ Min-Kyung Lee and Myung-Sook Han (1999), *Op. cit.*, 773.

⁴³⁾ So-Yeon Park, *Op. cit.*, (2003), 125-137.

2) Character Promotion

Brand 'TBJ' developed characters, 'rhinoceros', 'bannani', 'cat' by itself on spring, 2005. As the T-shirts with those characters were so popular, on March, 'TBJ' made a contract with 'Felix', which is an American character⁴⁵⁾.

'Felix' was a worldwide character which received the love first rather than Mickey Mouse of Walt Disney Company⁴⁶⁾, was created by cartoonist, Otomacimer.

After debuted in movie, 'Pellin Felix' on November, 1919, it became worldwide character through 250 newspaper.

It also became a mascot of good luck after being used in flight across the Atlantic Ocean by Charles Lindbergh in 1927.

It was made to the animation in 1950, and started license business⁴⁷⁾.

In 2005, 'Baby Felix' was introduced as new friend in movie, musical and game, getting worldwide love.

The brand 'TBJ' accepted 'Felix' because it matched well with the brand TBJ's image. It had story which presented us the unlimited world of the dream through the magic bag, 'Felix' which was a mischievous and loveable character, was known as a true and faithful friend⁴⁸⁾.

The character, 'Felix' was designed brightly with Black and white color, it started using on fifteen to twenty kinds of T-shirts and accessories from march.

They first planned 80,000 pieces, and re-ordered 9,000 pieces again. they expect to sell 200,000 pieces until this summer.

〈Table 2〉 Character Promotion of Brand 'TBJ'

Character name (license country)	Felix(America)
Character product organization ratio	20%
Character presentation methods	Print, patch work
Character using items	T-shirts, cap, bag
Price(T-shirts)	9,900 ~ 29,900 won

They also will make and present 'Felix' shopping bags and 'Felix' cellular phone hanger⁴⁹⁾.

The brand 'TBJ' using character in 20% of total product. The applying method was print, patchwork and combination of these methods.

The price range of T-shirt was 9,900 to 29,900 won.

These were as follow the 〈Table 2〉.

2. EIGENPOST(www.eigenpost.com)

1) Brand Introduction(Table 3)

2) Character Promotion

The casual and active image of brand 'eigen Post' was so matched well with character 'Pink Panther' that they made a monopoly contract in clothes part with P&P Korea, which is the domestic licensed company of MGM in the United States.

⁴⁴ So-Yeon Park. *Op. cit.*, (2003), 134.
Macot Miyasita, *Op. cit.*, (2002), 104.

⁴⁵ Texherald, "Casual, Wear simultaneously with star and character" (28 March 2005), 3.

⁴⁶ Fashion Journal, "TBJ character Felix license contract" (7 March 2005), 19.

⁴⁷ Sung-Hoon Lee, "TBJ character Felix introduction", *FashionBiz* (April 2005), 354.
Fashion Channel, "TBJ character Felix use" (3 March 2005), 222.

International Texherald "TBJ character is black cat. Introduce international popular character, Felix. Start sale character items" (7 March 2005), 23.

HanKook, "TBJ-FELIX License contract, Mk Trend. Positioned into character brand, (3 March 2005), Tesherald", 4.

⁴⁸ Fashion Journal. *Op. cit.* (7 March 2005), 20.

⁴⁹ Fashion Insight. Casual. Carcter products HOt Sale, Fashion Insight (14 March 2005), 8.

<Table 3> Introduction of Brand 'EIGENPOST'

Company name	S K GLOBAL
Launching year	2000
Business type/ fashion zone	NB / unit sex volume casual
Brand's meaning	'einen' means 'origina' and 'post' means 'place' ; place providing belief and entertainment with basic, natural, fresh style and service
Brand's concept	1) Family : community including mania who have young mind for happiness and faculty. 2) Trust : the belief between faculties, the eigenpost's belief for rational disposition of customer, the customer's belief for Eigen steps, store and products. 3) Fun & enjoy : joy that includes belief and fun that pursues consistent change. 4) Eigen style : including basic, natural, and fresh altogether
Target	18 - 25

They will design 45 'Pink Panther' with four to five color, and will apply on T-shirt, cap and pajama⁵⁰⁾.

They will apply 'Pink Panther' character only 10% of total product and then expand gradually⁵¹⁾.

Brand 'Eigenpost' consisted their store with concept of shop in shop with Pinkpanther⁵²⁾. These days, Brand 'Eigenpost' is enforcing co-marketing, which provides Amuro Namie's album when a customer buys the Pinkpanther T-shirts online, on the other hand, a customer who buys the album, get the Pinkpanther T-shirts⁵³⁾.

The applying method of character was beads, embroidery, pearl print, spangle etc.

The price range of T-shirt was 19,900 to 28,000 won.

These were as follow the <Table 4>.

3. Teenieveenie(www.teenieveenie.com)

<Table 4> Character Promotion of Brand 'EIGENPOST'

Character name (license country)	Pinkpanther(America)
Character product organization ratio	20%
Character presentation methods	Beads, embroidery, pearl print, spangle
Character using items	T-shirts, cap, bag, pajama
Price(T-shirts)	19,900 ~ 28,000 won

1) Brand Introduction(Table 5)

2) Character Promotion

The brand 'TEENIEVEENIE' launched, when the easy casual was dominant in 1997. At that time, the bear by itself was in distinction from other brand, and it made 50% of sales amount by its popularity.

⁵⁰⁾ Apparel News, "Pink pandther, 16 license." (4 October 2004), 9.

⁵¹⁾ Apparel News, "Pink pandther Start license business" (20 September 2004), 11.
Apparel News, "Issue Brand-SK Network," Eigenpost (28 February 2005), 10.

⁵²⁾ Apparel News, "Unisex Casual Brard focused on woman" (22 November 2004), 8.

⁵³⁾ HanKook Textile News Paper (11 August 2005), "Eigenpost & Amufonamic Co-Marketing"
<http://ktnews.com/news> [retrieved : 17 August 2005].

〈Table 5〉 Introduction of Brand 'TEENIEVEENIE'

Company name	TEENIEVEENIE KOREA
Launching year	1997
Business type/ fashion zone	NB / character casual
Brand's meaning	Means little and cute things are all together
Brand's concept	Pleasant and happy brand by only looking at it, good design and quality to give a present, brand having valuable price, brand which pursues the differentiation and scarcity by character.
Target	Main : 20, sub : 19~23

But after then, emotional casual started to lead the trend and the bear was taking no interest in customer. When the kidult fashion was in boom, the adult character, 'WILLICE AND KATE', which seemed like the children's wear, developed for fall and winter in 2004.

30% of total products kept its brand identity by using classic character, and only 20% of them pursued something new with transformed character.

Items which have characters were running shirts, T-shirts, man to man T-shirts, sweater and so on.

The applying method of character was patchwork, print, beads, spangle transfer print, gold and silver foil, embroidery etc.

The price range of T-shirt was distinction with the fairly price for present.

As the differentiated marketing of using characters, the brand 'TEENIEVEENIE' enforced the experiment marketing that the brand 'TEE-

NIEVEENIE', gave the WILLECE AND the KATE character ID, which was stated gender, name, age, born place, the place of residence, special ability, hobby, family background and personality. Also the brand 'TEENIEVEENIE' managed the special programs for their mania and royalty costumers.

These were as follow the 〈Table 6〉.

4. CLYDE(www.CLYDE.com)

1) Brand Introduction(Table 7)

2) Character Promotion

Brand 'Clyde' made a contract with character 'Garfield' in 2005. Although Garfield was a devour, idle and cross-grained fellow, he had cute and active characteristics. The brand 'Clyde' expected that those characteristics will give humoristic image to the brand 'Clyde'.

Garfield character has 15 styles, and applied

〈Table 6〉 Character Promotion of Brand 'TEENIEVEENIE'

Character name (license country)	TEDDY BEAR, WILLICE, KATE (America)
Character product organization ratio	Classic character(30%), alter character(20%)
Character presentation methods	Patch, print, beads, spangle, transfer print, gold & silver leaf, embroidery
Character using items	Running shirts, T-shirts, man to man T-shirts, sweater
Price(T-shirts)	19,000~29,000 won

〈Table 7〉 Introduction of Brand 'CLYDE'

Company name	YeonSeung Apparel
Launching year	1997
Business type/ fashion zone	NB
Brand's meaning	Symbol the authority of Mr. and Mrs. hooligan and the challenge spirit about existing order in the movie 'Bonnie and Clyde' in 1977. Symbol : August as the most beautiful and intrepid lion's shape
Brand's concept	Reasonable and practical life style, simple and clean-attractive casual, mastige casual reflected trend.
Target	Main : 18 ~ 23, emotional 20's

in woman's t-shirts and knit.

According to a brand official, they will produce products with character only 10 to 12% of total products, then prearrange to enlarge to a maximum 40% according to the reaction.

The applying method of character was embroidery, spangle, cubic, washing etc.

The price range of T-shirt was 10,000 to 30,000 won.

As the marketing strategy using character, brand 'Clyde' displayed their store and took events, such as taking picture with Garfield in the subway. Form the on-line event which is called 'Up-Grade humor life', and gave the winner who written their own story a prize, Garfield couple T-shirts⁵⁴.

These were as follow the 〈Table 8〉.

5. ASK(www. ASK.com)

1) Brand Introduction(Table 9)

2) Character Promotion

The brand 'Ask' made a contract with 'Disney' and applied characters on fashion, so it became

〈Table 8〉 Character Promotion of Brand 'CLYDE'

Character name (license country)	GARFIELD(America)
Character product organization ratio	10 ~ 12%, 40% (in summer)
Character presentation methods	Embroidery, spangle, cubic, washing
Character using items	T-shirts, knit
Price(T-shirts)	10,000 ~ 30,000 won

the most popular brand in 2003⁵⁵.

American Disney's animation characters, such as 'Mickey and Mini Mouse', 'Mickey and Friends', 'Aladin & Magic Lamp', 'Little Mermaid Princess' were used in the fashion.

On Autumn and Winter season in 2003, when a license was contracted, only 10% of total products was produced with characters. On spring and summer season in 2005, it enlarged up to 25%. About 130,000 pieces T-shirts with character produced and took made 50% of total sales amounts⁵⁶.

⁵⁴ SportsHankook, "Up grade humor-life event" (26 May 2005). 9.
Kyunghyung News Paper (31 May 2005). 16.

⁵⁵ Sook-Kyung Kim, Myung-Sun Moon and Yu-Hee Whang, "Funny Life, Funny Wear," *Fashionbiz, Texherald* (March 2005), 108.

⁵⁶ Sook-Kyung Kim, Myung-Sun Moon and Yu-Hee Whang, *Ibid.*, (March 2005), 108.

〈Table 9〉 Introduction of Brand 'ASK'

Company name	REAL COMPANY
Launching year	2002
Business type/ fashion zone	NB
Brand's meaning	The progenitor of mankind derived from northern Europ myth, representation of ASK'S will which intend to open the new world, means ask 'ASK' about the fashion and require, means coming the days to visit you to the new fashion
Brand's concept	Modern spots which professing the 'trility sports'. London spirit, Disney dream
Target	20 ~ 22

〈Table 10〉 Character Promotion of Brand 'ASK'

Character name (license country)	MICKY, MINI MOUSE, MICKEY&FRIENDS, ALADIN&MAGIC LAMP, MERMAID PRINCESS(America)
Character product organization ratio	20 ~ 25%.
Character presentation methods	Gold & silver leaf, beads
Character using items	T-shirts, dennim, bag, cap
Price(T-shirts)	19,000 ~ 58,000 won

Those characters were represented by gold and siver foil or beads on the denims, bags and caps.

The price range of T-shirt with character was 19,000 to 58,000 won.

These were as follow the 〈Table 10〉.

V. Conclusions

The statement of the five brands which were recognized highly from the costumers in 2005 were as follows :

First, Most of brands used American characters.

The United States and Japan are the leading countries of character. However, Japanese character is mostly used in study supplies but not in clothes. Because, It is considered that people still have bad emotion, and a matter of their

identity with Japan.

Second, The products with character was 20% out of total products.

Third, The character was applied on T-shirts for the most, and then it was tried carefully on hat, bag, sweater, and denim.

It seems that because the character has a kind of fad cycle than classic fashion cycle.

Fourth, Beads/ Spankle/ Cubic were used for the most to express the characters. And Printing, Embroidery, Gold and Silver leaf, Patch work, Washing method were followed.

It seems that usage of Beads, Spankle, and Cubic were affected by the Romantic Vintage, which was matched with the romantism and character. On the other hand, it seems that the printing was used, because the technique was simple, and the price was inexpensive.

Fifth, The price range of the T-shirts with

character were 9,900 won to 58,000 won. But most of them were maintaining between 10,000 won and 30,000 won.

Sixth. The target range of the T-shirts with character were between 17 years old and late 30 years old. The main target range was between 18 years old and 23 years old.

Seventh, the marketing strategies of these brands using character were the co-marketing of 'Eigenpost', experience marketing of 'Teenieweenie' and 'Clyde', and online marketing. 'Teenieweenie' was the only brand that introduced the profile of the character, which anthropomorphized to attract the customer's interest by online marketing.

This study proposed the following strategies :

- 1) The companies should analyze accurately how their company's products want to be posited and which costumers do they target. That is, they must consider carefully whether they will set to the taste of the purchaser or will target to the users when purchaser and user are different.
- 2) To create a character for the targeted costumer, The company should understand the trends which were intended to costumers, analyze the costumers' thoughts, and then correspond the brand concept with character's image.
- 3) To keep the character fashion for a long time, each brand will have to develop simple color, pretty and humorous character designs, which have not only social issue and story but also rapport with consumer. Also, the characters should be able to change constantly and stay uniquely.
- 4) The promotion strategies, which transfer the symbolic meaning into company's products or services are required.
- 5) In case of using the animation character, since the popularity and timing is so important, it will be desirable for the company that manufactures quick response product rather than planned product.

The future promotion strategies of the Fashion Brands with characters, which were proposed by

this study have some significance, such as stimulating the customers to purchase by awakening the sweet reminisce, promoting the reputation of the fashion company's brand, and gaining an opportunity to raise their sales amount by taking advantage of emotional marketing or experience marketing.

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