



民間主導 世界的 會社

韓國能率協會

150-869 特別市 永登浦區 汝矣島洞 12(CCMM B/D 8 層)

TEL : (02) 3786-0342

0343

FAX : (02) 785-0501

: 2003 - 44

2003. 3. 4

:
:
:
:

2003 5 (K - BPI)

?

가

(K - BPI) 5 2003 1 ~ 2

'99

200
가

K - BPI

()

3 5 (3 4 17:30)

1

1 (K-BPI)

2 (K-BPI)

3. K-BPI

2

1

2

3

1

2

3. Global Brand

1.

1

韓 國 能 率 協 會

韓 國 能 率 協 會

會 長 宋 仁 相



民間主導 世界的 會社

韓國能率協會

150-869 特別市 永登浦區 汝矣島洞 12(CCMM 8 層)

TEL : (02) 3786-0342
0343

FAX : (02) 785-0501

1 5 (K-BPI)

1. (K-BPI)

가

1998

, 1999 1 5

K-BPI

K-

BPI

2. (K-BPI)

- ① : , 6
- ② : 6 (, , , ,)
- ③ : (, ,) (Random Sampling)
- ④ : 12,000
- ⑤ : 2003 1 2 2 6 (30)
- ⑥ :
- ⑦ : 200 3,975 가

3. K-BPI

K - BPI ?

K-BPI(Korea Brand Power Index) 가

가

K - BPI ?

가 가 M&A 가

가

가

가 K-BPI

(Brand Awareness) (Brand Loyalty)

K-BPI

1.

5
가 . 133
, 67 가 200
. 2003
가 IAEA
2003
5 K-
BPI . 3 가
가
가 1
2002
가 . 2002 4
25% 가
가
,
,
,
가
,
가
K-BPI 가
1 1 가
1
2 가
가
가
가

가
가 2002
가
2002
가
2002
가
2002
가
e- I-Park
가

2002

000
가
가 1
가 1
가
가
가
SK , LG
가 5 1
(48)가 가
가 80%가
가 5 1
SK XQ
가

2.

1)

略

가 5 1
가 多
가 31 2

	1	
	(499.9) (5)*****	
	(721.1) (5)*****	
	(567.9) (2)**	
	(499.9)	
	(561.5)	

略

가 1
가
가 1
가 Q

	1	
	(766.3) (5)*****	
	(686.8) (4)*****	
	(785.3)	
	(679.8) (5)*****	
	(751.0) (2)**	
	(594.0)	
	(804.7)	

	(667.7)	
--	---------	--

略

1
5 4 1
가 1
2
1

	1	
	(858.0) (4)****	
	(617.8)	
	(439.2) (2)**	
	(707.8) (3)***	
	(927.5) (2)**	
	(720.6) (2)**	
	2% (899.4)	
	(659.3)	
	(636.0) (5)*****	

略

가 가
가
가 5 1
4 1
1

	1	
	(814.6) (5)*****	
	(899.3) (4)*****	F&B
	(780.0) (4)****	
	(770.5) (5)*****	

	501S (685.2) (3)***	
	(783.1) (5)*****	CJ
	가 (732.4) (3)***	BG
	(781.6) (5)*****	
	(794.1) (2)**	
	3 (614.3)	
	(496.8)	
	(775.7)	
	(680.6)	
	(574.7)	

	(613.0)	
	(645.7)	
	(893.2)	
	F(922.0)	CJ
	(589.1)	
	(532.8)	

略	CJ
---	----

略	가
	가

가 2 1
가 4
1
가

	1	
	(779.4) (4)****	
	(670.1) (3)***	
	(693.7) (3)***	
	(671.9) (2)**	BG
	(479.9)	

略	1 가
---	--------

5 1
가
1
1

	1	
	(799.9) (5)*****	
	(712.1) (5)*****	

, 1
,
1
1
3 CJ 1
가
가
-B 가 2 1
가 1

	1	
	(648.3) (5)*****	LG
	가 (872.1) (4)****	
	(537.2)	
	Oral - B(694.2) (3)***	()
	(582.7) (3)***	LG
	(599.4) (2)**	CJ
	(710.6) (3)***	
	(922.0) (5)*****	
	(524.2) (5)*****	
	TG(735.9) (3)***	
	(643.9) (2)**	
	(485.2) (2)**	
	(811.5)	
	(772.3)	
	(604.6)	
	(475.3)	

	(448.8)	
--	---------	--

/

略

Beauty

1

1

略

가

가

(多) 가 3 가
/ 1 가

가 4 1
, 2 ,

가

	1	
	(733.0)	
	(466.0) (3)***	
	(398.2) (2)**	
	(583.4)	
/	(444.7)	

	1	
	(792.0) (4)****	
	(793.2) (3)***	
	(781.0)	
	(671.6)	
	(554.2)	
	(513.3)	

略

1

가 1

略

2

가 5

1

가 가 ,
가 가
1 5
1 가 1

가 5
1 가 , 1,2
가
2 LG 가

	1	
	(722.7) (5)*****	
	(450.9) (4)****	BG
	(537.3) (4)****	
	가 (701.0) (4)****	가
	BYC(644.3)	
	(636.2) (5)*****	
	(522.9)	
	(388.9) (3)***	LG
	(788.7)	SK

	1	
	(814.0) (5)*****	SK
	XQ(792.3) (5)*****	SK

略

가 1

1

4 1 1
가 2 1
가 2 1
2 1

	1	
	(616.3) (4)****	
	(780.3) (4)****	
	(617.9) (2)**	
	(626.6) (3)***	KT&G
	(677.1)	()
	(659.6)	-
	(642.3)	

2)

略

가

가 3, 4, 3 1
가
flasship
가
1
가

	1	
	(407.8) (2)**	
	(688.1) (3)***	
	(576.4) (4)****	
	(531.0) (3)***	LG
	(575.6)	

略

가

Halo Effect

가

HP
가 5 1

	1	
	(850.2) (5)*****	
	Q(828.4) (5)*****	
	(429.1) (3)***	
	(730.1) (4)****	
	(593.5)	
	(716.8) (4)****	
MP3	(796.0)	
	HP (509.6)	
	(755.2)	
CDP	(774.1)	

가

略

가

가 가 가

가 1 가
가
가 5
가 1
Rivitalization

	1	
TV	(617.9) (5)*****	
TV	(775.6)	
	(613.4)	
	(727.1) (5)*****	
	(527.1) (5)*****	LG
	(539.5) (2)**	

	(829.7) (4)*****	
	(857.8) (4)****	
가	(784.7) (4)****	
가	(789.4) (5)*****	
	(867.7) (5)*****	
	(673.7)	
	(769.5)	LG
	(664.7)	
	(660.0)	
DVD	DVD (692.3)	

가

略	
---	--

가 , , 3 5
1
가

가

	1	
가	(746.3) (5)*****	
	(845.8) (5)*****	
	(586.3) (5)*****	가

/

略	가 가 , 가 1
---	--------------

1 5
()
가

가 1

	1	
	(631.7) (2)***	
	EF (742.5)	

	XD(582.0)	
	(II)(700.9) (5)*****	GM
	(586.3) (4)****	
RV	(722.3) (5)*****	
	(693.8)	
	(566.4)	

略	가, 가 1 . 5 .
---	--------------------

, 가
5 1 , 가 2
가 1
가

	1	
	(770.8) (5)*****	
가	가 (757.1) (2)***	
	(444.9)	
	(737.6) (4)****	
	(787.4)	
가	KCC (563.1) (3)***	
	LG (680.2)	LG
	(627.6)	
	(808.9)	
/	(667.9)	

3)

略	가 .
---	-----

LG25 5 1

가 , 1

	1	
	LG25(688.9) (5)*****	LG
	(770.6) (5)*****	
	(557.6)	
	(768.9)	
	(695.5) (5)*****	
가	(880.8)	

略

5 1

1

5 1

, TGIF

1

가

	1	
	(752.8) (5)*****	
	(879.0) (4)****	
	(530.6)	riseON
/	(690.5) (3)***	
	(556.5)	
	(591.8)	
	(757.8)	

略

1 ,

가 1

가 5

Zingle

가

가

5

가 5

1

가

1

	1	
	(544.0) (5)*****	
	(559.5) (5)*****	
	(455.7) (3)***	
	(686.9) (5)*****	
	(636.6)	
	CGV(607.3)	CJ CGV

略

5 1

가 1

가 1 5 5 1 ,

가

1

	1	
	(886.1) (5)*****	
	(564.9) (3)***	
	(634.8) (5)*****	
	(837.5)	
	(421.0)	SK

略

PC
TTL

e - brand

PC

e-brand

CJ

1

001

5

1

NATE 가

1

700-5425 가

1

가

	1	
	001(789.1) (5)*****	KT
	가 (620.8) (3)***	KT
	TTL(596.8) (3)***	SK
	(700.8)	
	700 - 5425(892.7)	5425
	(746.2)	
	CJ (513.2)	CJ

略 5

CI
5 1

	1	
	(649.5) (5)*****	
	(672.4) (5)*****	
	(798.0) (5)*****	
	(782.2) (5)*****	
	(550.3)	
	(612.8)	
	LG (631.7)	LG
	(728.9)	
	(712.4) (5)*****	
	(627.9) (5)*****	
	(721.8) (2)**	

/

略 5 1

가 5
1
가, ,
가, YBM 1

	1	
	(613.0) (5)*****	
	(529.8)	
	(446.9)	
	(742.2)	
	YBM (663.1)	YBM

略 1 1
1 .

1 2
3 1 1
가 .

	1	
	(711.6)	
	(555.1) (2)**	
	(563.6) (3)***	
TV	LG (756.8) (2)**	LG
	(748.3)	
/	(858.9)	

1.

가 . Financial Times
Name

Gardiner & Levy(1995) , (brand equity)
(invisible asset)
가
/
2003
Rise & Trout(1981) 1, 2
가 Michael
orter 가
(ex : Lycos, Yahoo)
가
2003 K-BPI
가

2.

Kahneman&Tversky(1979) 가 가 , 가 가 , , . 가 , .

가 , 가 . 2002 8
 BusinessWeek “The 100 Top Brands” . 100
 31 DELL, 46 HARLEY-DAVIDSON, 93 STARBUCKS

가 ,
 가
 .
 (BI) (CI)
 Identity 가
 Image . ,
 .
 3 1 , 2 가
 , ,
 .
 가
 .

3. Global Brand

,
 . Aaker&Jhachimsthaler (2001)
 , 가 , 가
 , 4 가 가 . ,
 (Charter)
 Tracking 2 가 .
 Repositioning 가
 .
 가 , 가
 .
 가
 . ,
 ,
 가
 .

1. 2003	5	1
---------	---	---

1.

	1			2002 1
	1			
	501S(685.2) (3) ***		420.2), F3(396.3)	501S(564.0)
	(677.1)	()	(594.6), (368.9)	
	(770.5) (5) *****		(643.0), (312.5)	(651.8)
	(927.5) (2) **		(303.2), (245.5)	(913.8)
	(448.8)		(400.6), (365.5)	
	(554.2)		(392.4), (382.0)	
	가 (872.1) (4) ****		(352.8), 가 (255.9)	가 (823.3)
	(574.7)		(390.8), (166.5)	
	(751.0) (2) **		(291.0), (268.5)	(544.1)
	(922.0) (5) *****		(297.1), (277.3)	(803.1)
	가 (732.4) (3) ***	BG	(567.5), (330.5)	가 (674.9)
	TG(735.9) (3) ***		(474.9), (126.7)	(664.2)
	BYC(644.3)		가 (624.0), (393.9)	(607.6)
	(522.9)		(444.8), (415.6)	(482.8)
	(781.0)		(426.0), (383.9)	(457.5)
	(466.0) (3) ***		(445.9), (329.9)	(409.0)
	(775.7)		(430.2), (336.4)	
	(626.6) (3) ***	KT&G	(458.5), (441.2)	(655.6)
	(794.1) (2) **		(468.0), (379.8)	(615.3)

	(804.7)		(489.7), 가 (246.7)	
	(513.3)		(415.8), (300.9)	
	(567.9) (2) **		31(539.9), (432.3)	(550.7)
	(785.3)		100(567.8), (375.2)	100(623.4)
	(524.2) (5) *****		(486.3), (464.9)	(634.4)
	(679.8) (5) *****		(493.0), 가 (473.9)	(597.7)
	(671.9) (2) **	BG	(640.7), (249.2)	(616.3)
	(779.4) (4) ****		OB (517.8). (449.0)	(754.6)
	(707.8) (3) ***		(467.8), (385.1)	(511.9)
	2% (899.4)		O2(328.6), (194.1)	
	(733.0)		(452.7), (276.6)	(581.6)
	(604.6)		(482.3), (407.3)	
	(475.3)		(310.3), (286.3)	
	(485.2) (2) **		(429.9), (351.6)	(464.8)
	(814.6) (5) *****		(425.1), (374.1)	(774.0)
	() (594.0)		(467.4), (375.7)	(580.5)
	(645.7)		(592.3), (381.8)	(572.6)
	(643.9) (2) **		(410.1), (383.2)	(642.7)
	(499.9) (5) *****		(383.5), (381.1)	(413.6)
	(490.6)		가 (419.9), (399.6)	
	(811.5)		(295.6), LG (184.2)	
	(710.6) (3) ***		(606.3), (491.9)	(679.5)
	(537.2)		(444.2), (440.0)	(429.0)
	(772.3)		(520.3), (291.3)	
	(599.4) (2) **	CJ	(516.2), (427.6)	(617.2)
	(670.1) (3) ***		(403.4), (383.2),	(657.9)
	(613.0)		(535.5), (500.3)	(455.3)
	F(922.0)	CJ	808(302.2), S(228.6)	
	(721.1) (5) *****		(416.2), (396.0)	(721.3)

	(720.6) (2) **		(667.5), (372.2)	(661.2)
	(722.7) (5) *****		(446.9), (353.5)	(681.9)
	(792.0.) (4) *****		(437.5), (427.4)	(773.6)
	(780.0) (4) *****		(659.5), (169.0)	(823.9)
	(561.5)		31(476.1), (415.9)	
	(589.1)		(549.9), (282.9)	
	(686.8) (4) *****		(481.4), (250.0)	(665.8)
	XQ(792.3) (5) *****	SK	(273.1), SI(255.3)	(714.5)
	(398.2) (2) **		(396.5), (383.1)	(387.5)
	(636.2) (5) *****		(479.7), (397.5)	(554.8)
	(583.4)		(385.3), (344.0)	
	(388.9) (3) ***	LG	(358.5), (347.7)	(401.2)
	(671.6)		(478.5), (401.4)	(422.7)
/	(444.7)		(436.7), (386.7)	(489.0)
	(496.8)		(486.2), (469.4)	
	(616.3) (4) *****		(566.6), MS (388.8)	(600.6)
	(479.9)		(474.9), (412.9)	(491.3)
	(893.2)		(304.4), (230.1)	
	가 (701.0) (4) *****	가	(528.3), (412.2)	가 (637.7)
	(667.7)		(336.9), (321.0)	
	(766.3) (5) *****		(408.1), (369.6)	(762.8)
	(779.9) (5) *****		(388.1), (356.9)	(811.4)
	(693.7) (3) ***		(404.8), (343.8)	(689.2)
	(532.8)		A(401.2), (400.7)	
	(582.7) (3) ***	LG	(468.9), (400.9)	(443.0)
	(636.0) (5) *****		(481.4), 가 (340.1)	(540.3)
	3 (614.3)		CJ (572.8), (317.2)	
	(712.1)		(515.9),	(647.2)

	(5) *****		(486.6)	
	(659.3)		(420.0), (400.4)	
	(899.3) (4) ****	F&B	(421.4), (332.0)	(839.1)
	(783.1) (5) *****	CJ	(565.5), (378.2)	(646.8)
	(537.3) (4) ****		(392.2), (380.1)	(559.4)
	(648.3) (5) *****	LG	(486.5), 2080(432.8)	(480.6)
	Oral-B(694.2) (3) ***	()	(481.0), (281.2)	Oral-B(566.5)
	(780.3) (4) ****		(565.0), (450.2)	(759.6)
	(450.9) (4) ****	BG	(435.1), (434.8)	(456.9)
	(793.2) (3) ***		(387.2), (337.9)	(780.9)
	(781.6) (5) *****		(548.5), (358.2)	(774.3)
	(439.2) (2) **		(417.5), (383.2)	(432.4)
	(659.6)	-	(632.0), (203.0)	
	(617.8)		(431.5), (388.0)	
	(858.0) (4) ****		(585.8), (302.8)	(790.6)
	(617.9) (2) **		(608.0), (473.3)	(533.5)
	(680.6)		(617.4), (341.9)	
	(788.7)	SK	(456.1), (394.8)	
	(642.3)		(534.8), (457.4)	
	(814.0) (5) *****	SK	(479.9), (326.7)	(733.6)

2.

	1			2002 1
	1			
가	(784.7) (4) ****		(515.5), (289.9)	가 (798.4)
가	(757.1) (2) **		(560.7), (435.4)	가 (692.2)
가	(789.4) (5) *****		(415.2), GE(243.0)	(714.5)
가	KCC (563.1) (3) ***		(370.7), (348.2)	(658.9)
	II(700.9)	GM	(488.9),	(682.3)

	(5) *****		(359.4)	
	(627.6)		(420.6), LG LA401P(340.3)	
	(770.8) (5) *****		(567.4), (435.3)	(789.9)
	(857.8) (4) ****		(404.8), (297.3)	(791.5)
	(730.1) (4) ****		(298.9), (248.8)	(623.9)
	(631.7) (2) **		XG(613.2), (424.7)	(630.1)
TV	(775.6)		(479.7), X- (388.4)	(539.4)
	Q(828.4) (5) *****		(304.9), LG-IBM(220.3)	(704.0)
	(769.5)	LG	(534.2), (304.6)	
	(575.6)		(549.1), (455.1)	
	(787.4)		(420.2), (309.5)	
	(566.4)		(521.3), (368.8)	
	(673.7)		(462.7), () (371.2)	
	(716.8) (4) ****		(567.1), (332.0)	(612.2)
가	(746.3) (5) *****		(480.8) (346.0)	(714.8)
	(808.9)		(271.9), (165.9)	
	(539.5) (2) **		(431.6), (325.2)	(410.5)
	(XD)(582.0)		SM3(423.5), (357.4)	
	(407.8) (2) **		(390.6), (383.4)	(389.9)
	(693.8)		BMW(606.7), (345.4)	
	HP (509.6)		(435.7), (429.4)	
	(568.3) (4) ****		(449.8), (418.5)	(546.1)
	(444.9)		V(428.7), (412.0)	V(452.5)
	(664.7)		(441.0), LG(397.0)	
	(829.7) (4) ****		(564.9), (229.2)	(791.3)
	(727.1) (5) *****		(550.3), (459.1)	(675.2)
	(613.4)		CMT(571.3), (339.5)	(585.3)
	(850.2) (5) *****		(432.9), (419.9)	(812.9)
TV	(617.9) (5) *****		가(352.9), LG (347.6)	(516.4)

	(586.3) (5) *****	가	(495.9), (383.2)	(476.6)
	(576.4) (4) *****		(555.8), (355.3)	(651.0)
	(867.7) (5) *****		(514..6), (234.8)	(839.3)
/	(667.9)		(650.4), (222.4)	
	EF (742.5) (5) *****		SM5(473.7), (313.5)	EF (601.2)
	LG (680.2)	LG	KCC (446.7), (382.6)	
	(527.1) (5) *****	LG	(444.6), (274.7)	(615.5)
	(845.8) (5) *****		(368.4), (331.4)	(774.3)
	(531.0) (3) ***	LG	(492.0), (408.7)	(581.6)
	(755.2)		(541.0), JVC6mm(266.7)	
	(429.1) (3) ***		(403.3), (338.7)	(444.4)
	(593.5)		(538.6), (435.9)	(492.0)
	(737.6) (4) *****		(679.9), (125.1)	(742.2)
	(660.0)		(466.1), (373.2)	
	(688.1) (3) ***		(481.4), RQ(419.6)	(651.3)
CDP	(774.1)		(474.6), (324.3)	
DVD	DVD (692.3)		LGDVD (351.1), DVD(334.7)	
MP3	(796.0)		LG (377.2), MP3(265.5)	
RV	(722.3) (5) *****		XG(398.3), (395.5)	(628.9)

3.

	1			2002 1
	1			
가	(880.8)		(279.0), 21(253.7)	
	(550.3)		LG (343.8), (316.0)	
	(711.6)		(452.4), (191.2)	
	(564.9) (3) ***		(449.5), (406.2)	(494.5)
	(768.9)		(641.3),	

			(265.3)	
	(748.3)		(591.0), (190.6)	
	001(789.1) (5) *****	KT	00700(465.8), 002(448.6)	001(812.2)
	(612.8)		(606.5), (206.2)	
	(695.5) (5) *****		(413.7), (347.8)	(656.7)
	(837.5)		(273.6), (273.4)	
	(700.8)		(462.2), (334.1)	(Magic-N)(403.0)
/	(858.9)		(455.1), KT (129.1)	
	(770.6) (5) *****		(513.5), (363.9)	(710.6)
	YBM (663.1)		(393.9), (317.2)	
	(798.0) (5) *****		(472.9), (400.1)	(754.5)
	(742.2)		(344.0), (272.0)	
	(636.6)		(467.6), (404.7)	
	(672.4) (5) *****		(547.8), (499.5)	(657.4)
	(555.1) (2) **		e- (407.4), (314.6)	(454.7)
	LG (631.7)	LG	(513.2), (340.6)	
	(455.7) (3) ***		(386.0), (368.3)	(434.7)
	CGV(607.3)	CJ CGV	가 (467.5), (332.9)	
	(529.8)		(525.5), (387.2)	
	(557.6)		(505.2), (411.1)	
	(649.5) (5) *****		(486.7), (415.7)	(635.6)
	700-5425(892.7)	5425	700-5857(327.4), 700-5782(184.7)	
	TTL(596.8) (3) ***	SK	Na(444.0), UTO(420.4)	TTL(633.3)
	(746.2)		(479.1) (390.6)	
	CJ (513.2)	CJ	LG (495.6), (459.2)	
	(782.2) (5) *****		(339.7), (259.2)	(691.9)
	(421.0)	SK	(403.9), (168.0)	
/	(690.5) (3) ***		(614.9), (339.8)	(617.9)
	(728.9)		(396.8), (378.8)	

	(563.6) (3) ***		(513.4), (391.6)	(526.5)
	(446.9)		A (320.1), (236.1)	
	(712.4) (5) *****		(475.9), (460.5)	(580.9)
	가 (620.8) (3) ***	KT	(516.5), (497.0)	가 (616.5)
	(721.8) (2) **		LG (535.9), (483.5)	(666.2)
	(591.8)		(496.9), (294.5)	
	(544.0) (5) *****		(532.4), (400.2)	(565.2)
	(634.8) (5) *****		(445.0), (391.4)	(539.6)
	(686.9) (5) *****		(634.9), (374.2)	(610.3)
	(627.9) (5) *****		(453.7), (436.3)	(569.5)
	(530.6)	riseON	TGI Friday(429.5), (422.5)	TGIF(484.2)
	(757.8)		(592.5), (246.5)	
	(556.5)		(341.1), (319.7)	
	(752.8) (5) *****		(426.8), KFC(410.6)	(728.3)
	LG25(688.9) (5) *****	LG	(448.5), (414.7)	LG25(670.6)
	(879.0) (4) ****		(397.6), (352.1)	(876.1)
	(613.0) (5) *****		(509.9), (491.8)	(527.2)
	(886.1) (5) *****		(630.8), JAL(178.0)	(809.8)
	(559.5) (5) *****		(477.4), (447.8)	(501.6)
TV	LG (756.8) (2) **	LG	CJ (663.2), (322.8)	LG (712.9)