A study on promotion development by developing brands and brand communications

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Abstract

As competition between companies gradually gets keen, many businesses try to win the competition by utilizing various types of means to sales promotion. The agricultural products market is no exception. It is spreading marketing strategies to make various agricultural products’ brands and be recognized as the products that consumers want and is constantly investing in improvement of sales by reflecting marketing 4p(Product, Price, Place, and Promotion) in them. This shows the undistinguished products are not chosen by consumers has come. And eventually, corporate management’s success or failure depends on how to grasp what consumers want exactly or predict them in advance. This marketing should be implemented through steady investment and analyses. And above all, studies and measurement continue to be done in the aspect to manage marketing. For promotion, marketing communication which has the meaning of two-way communication rather than unilateral communication between consumers and businesses is desirable and the great effect can be expected when mixing three marketing elements of marketing 4p with each other by interlocking them to each other.

Now, the IT/clothing/sports industries are creating various visual effects about consumers’ design. As this is introduced to the agricultural products market, foreign professional agricultural products businesses compose their brand images through their own characters and logos and they act as the representative elements that consumers select and decide products. That is, designs including logos and characters can be the elements to induce consumers to be uniquely interested in health and quality and act as the elements to appeal to them at first sight. And foreign professional agricultural products businesses are promoting strategies to maximize the marketing effects through various brands communications, not developing simple brands only. Many Korean agricultural companies are the small farming forms until now. Agricultural products of large incomes are insufficient, accessibility is unfavorable, and they have