

난민인권센터 브랜드 커뮤니케이션 사례를 중심으로

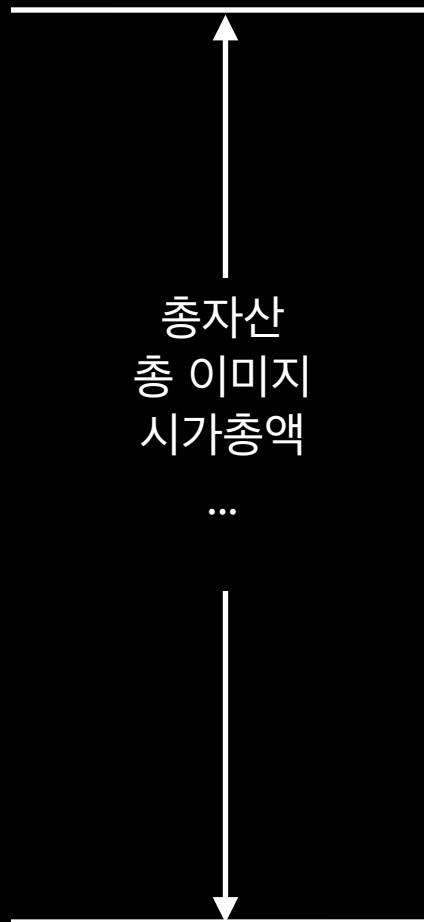
NPO 브랜딩 어떻게 해야하나?

2013.7.17

박일준

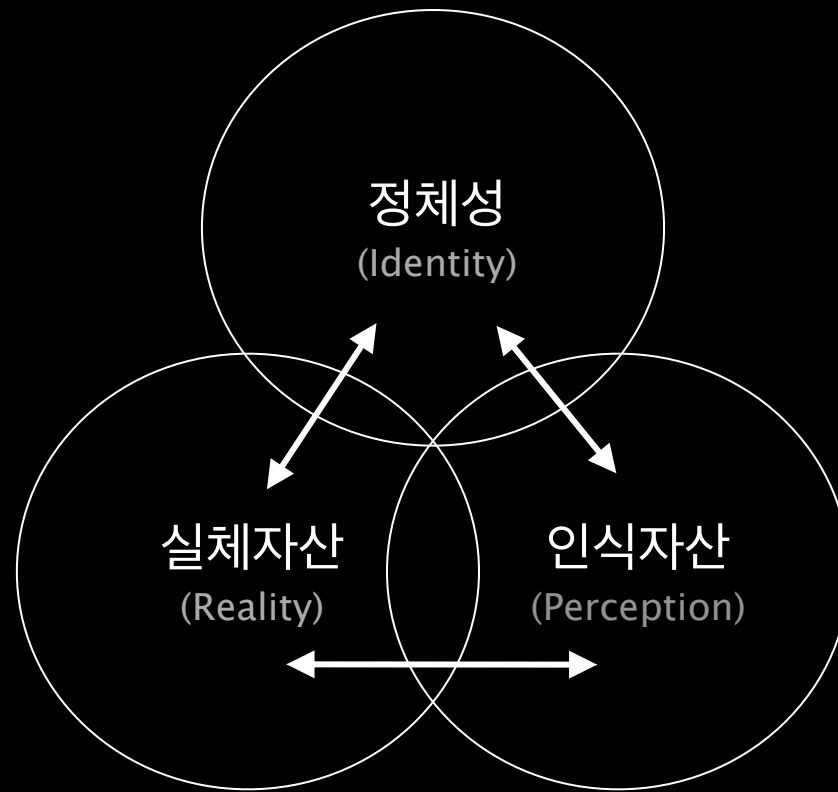






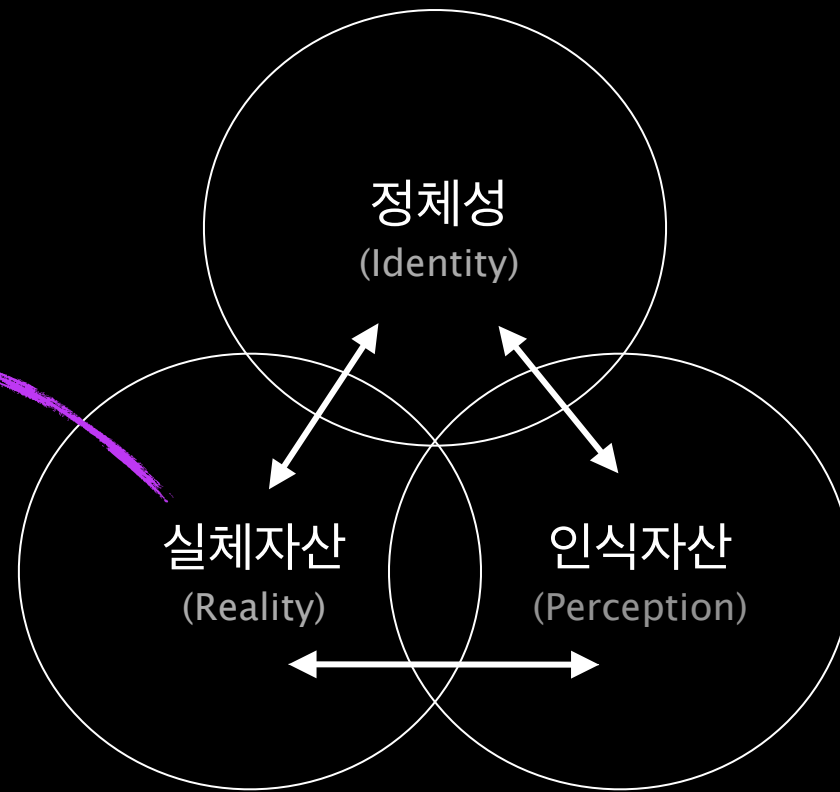
소비자가
인식하는
Brand

브랜드의 구성요소

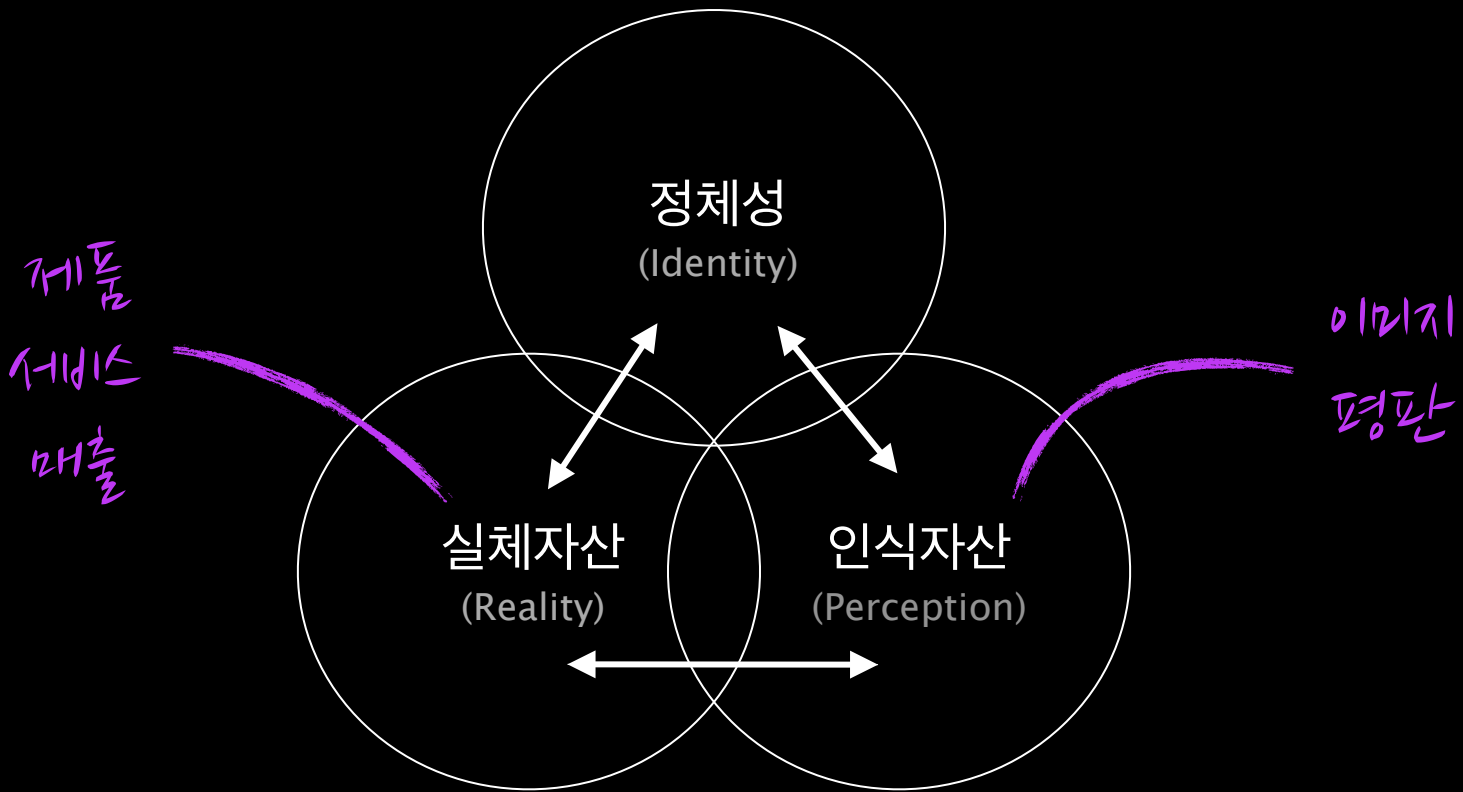


브랜드의 구성요소

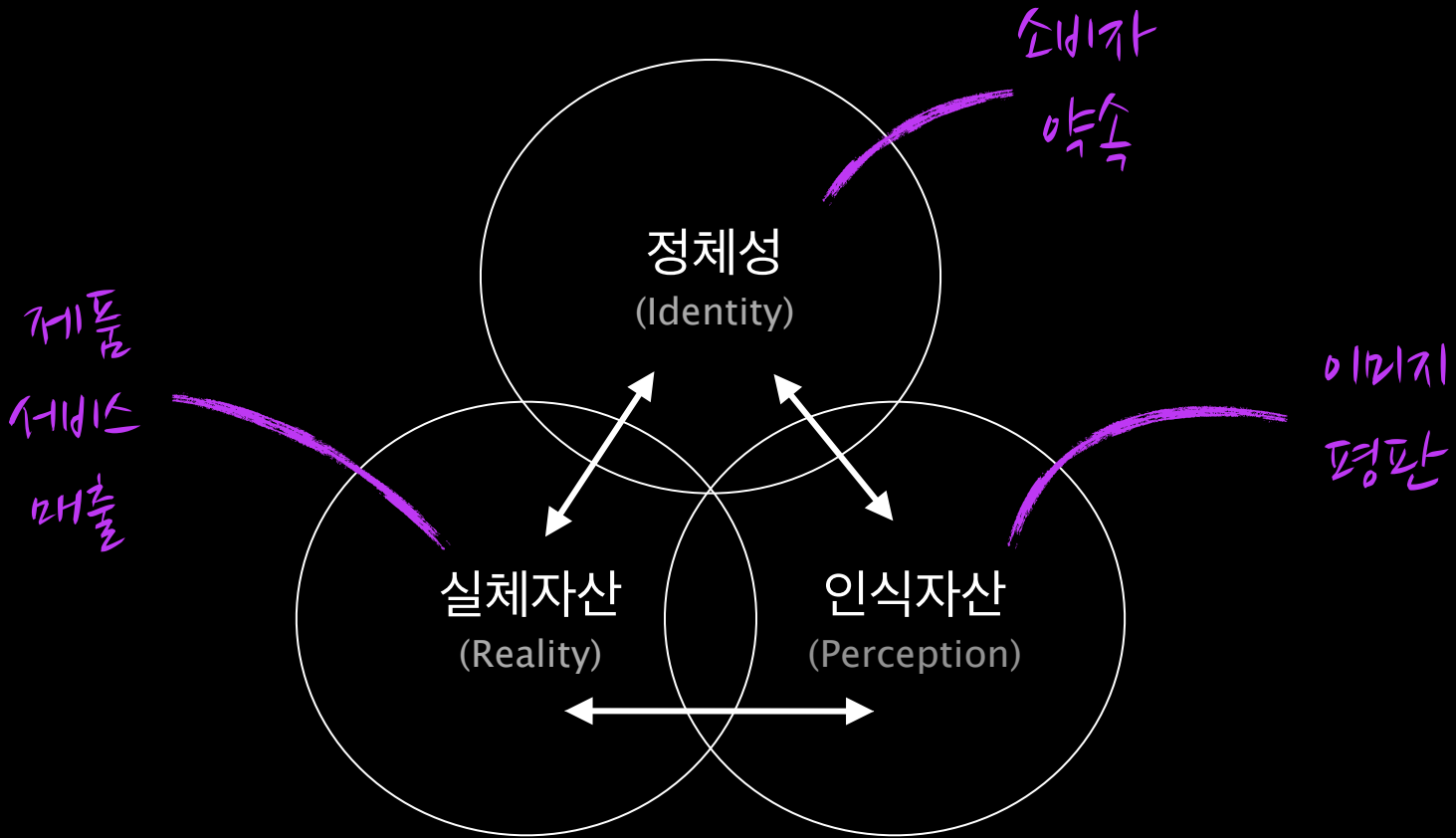
제품
서비스
매출



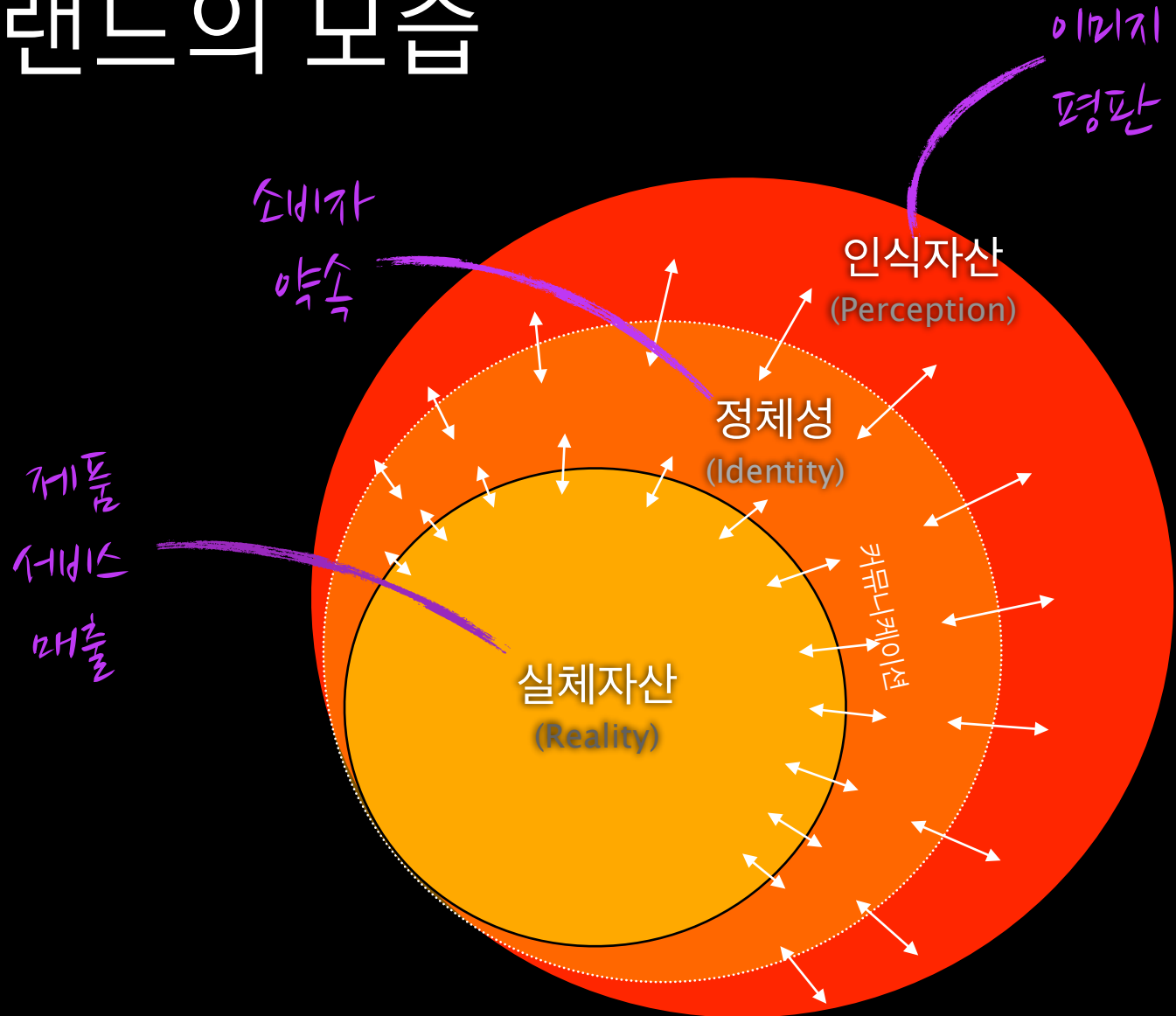
브랜드의 구성요소



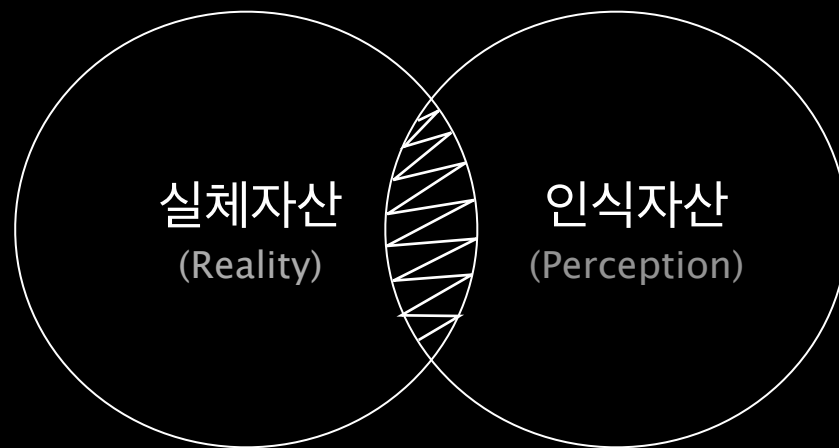
브랜드의 구성요소



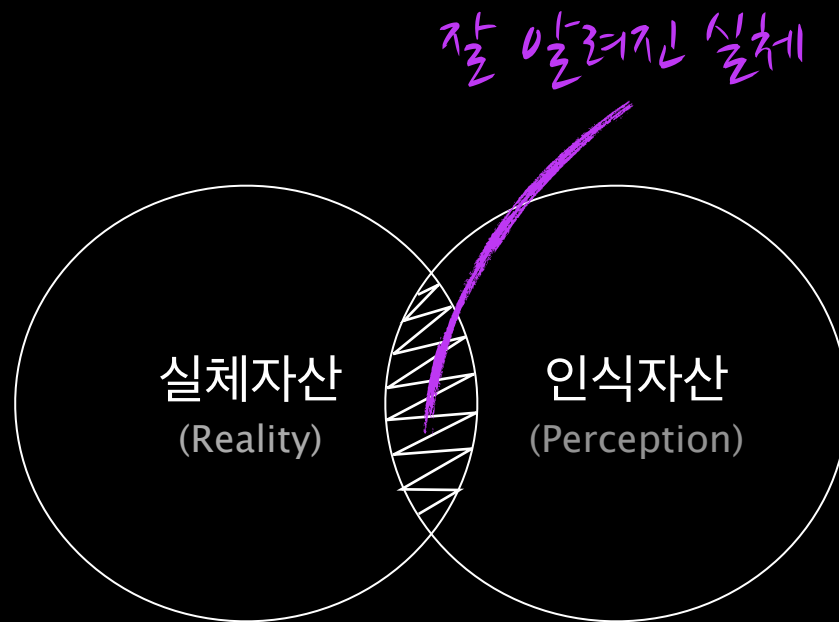
좋은 브랜드의 모습



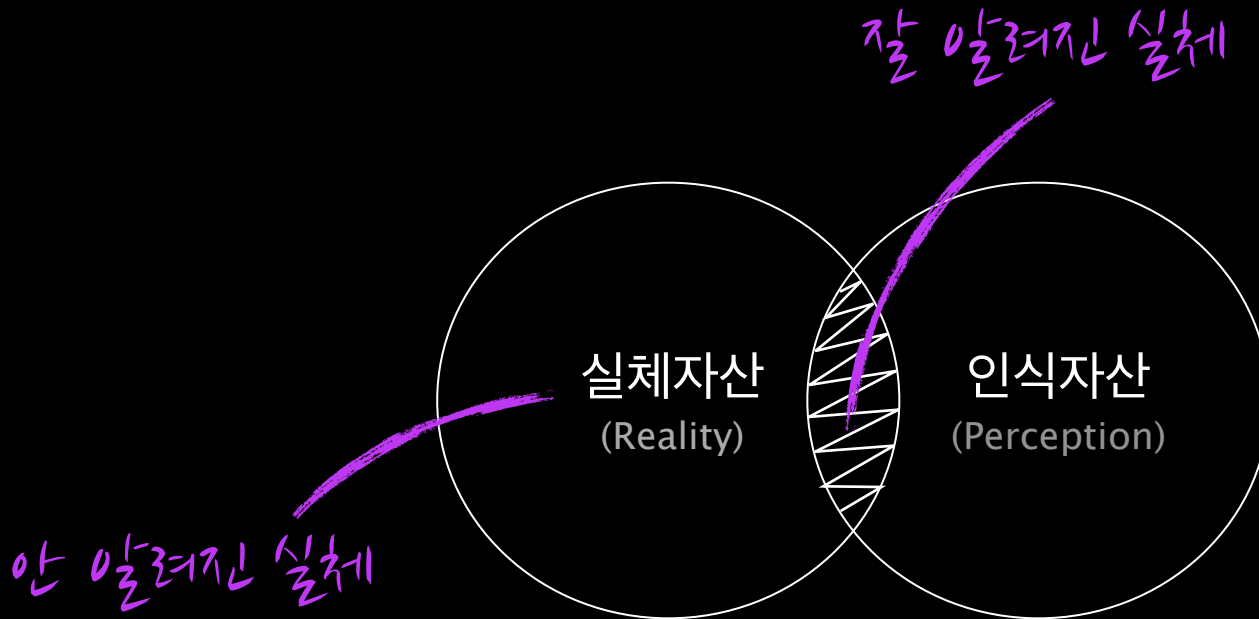
현실 속 브랜드들



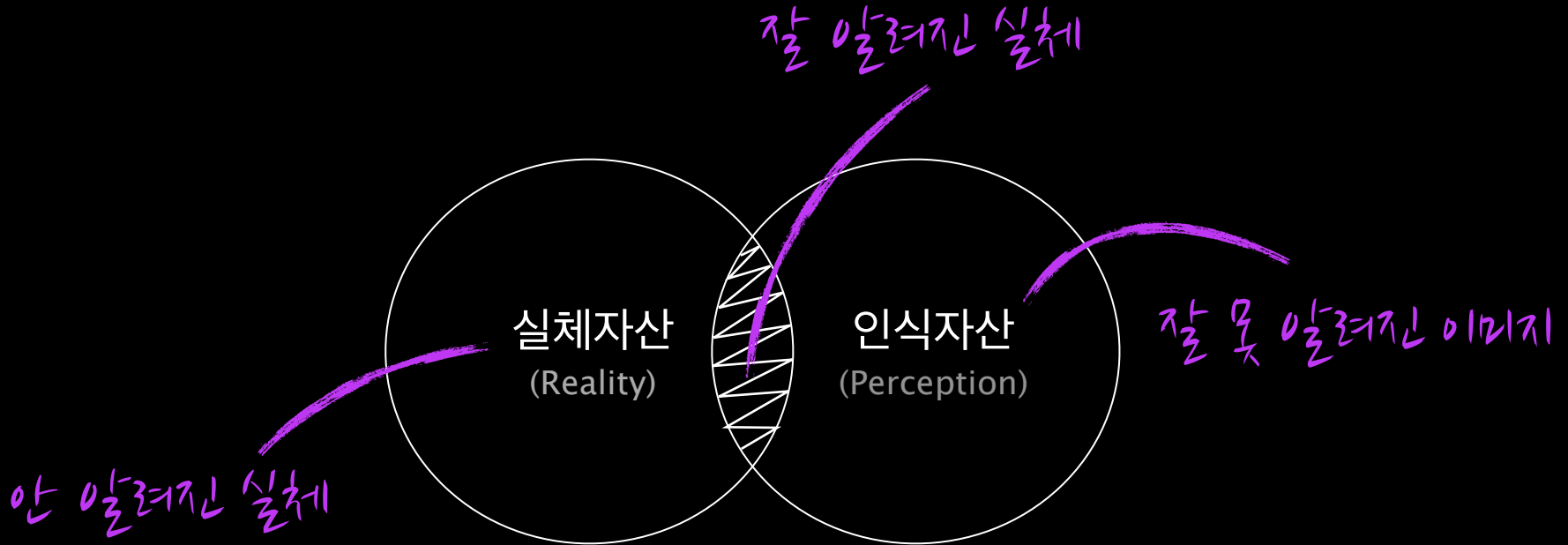
현실 속 브랜드들



현실 속 브랜드들



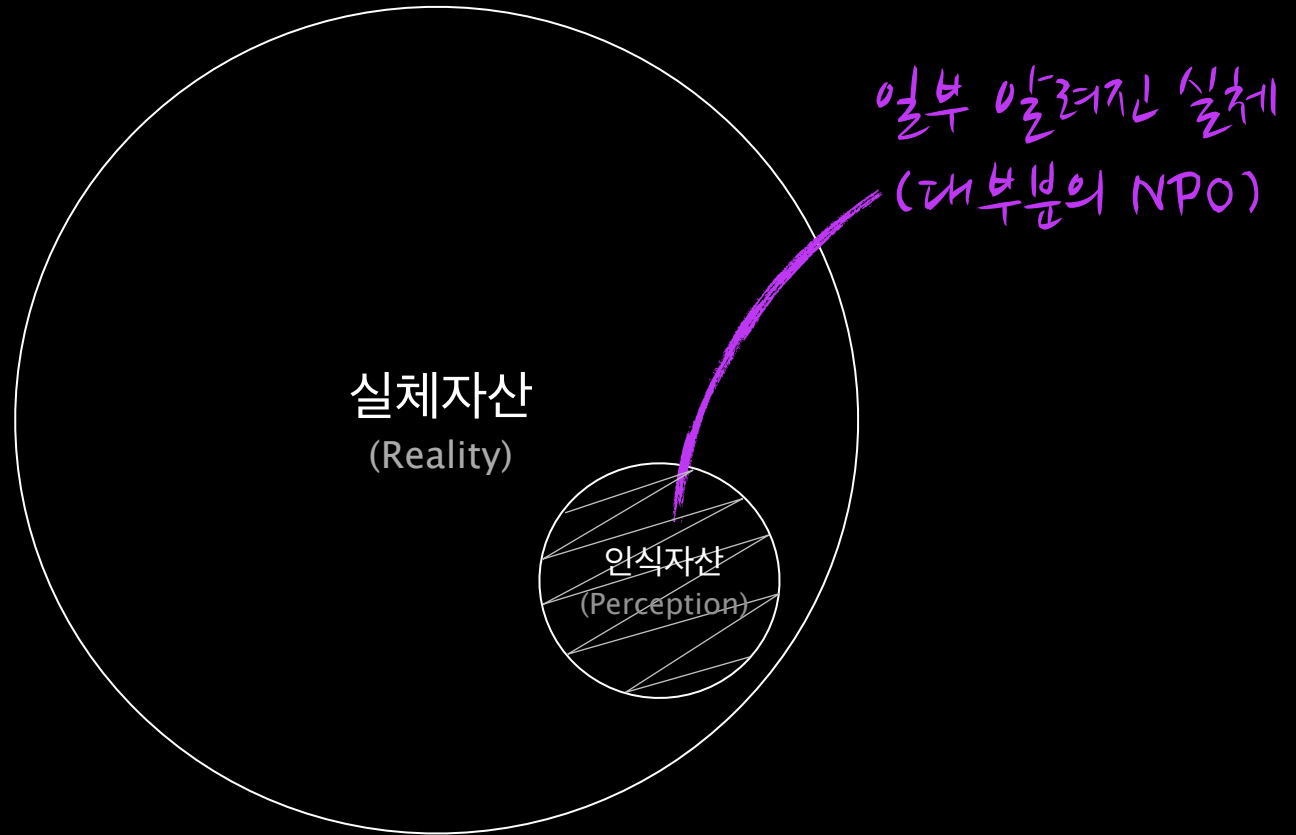
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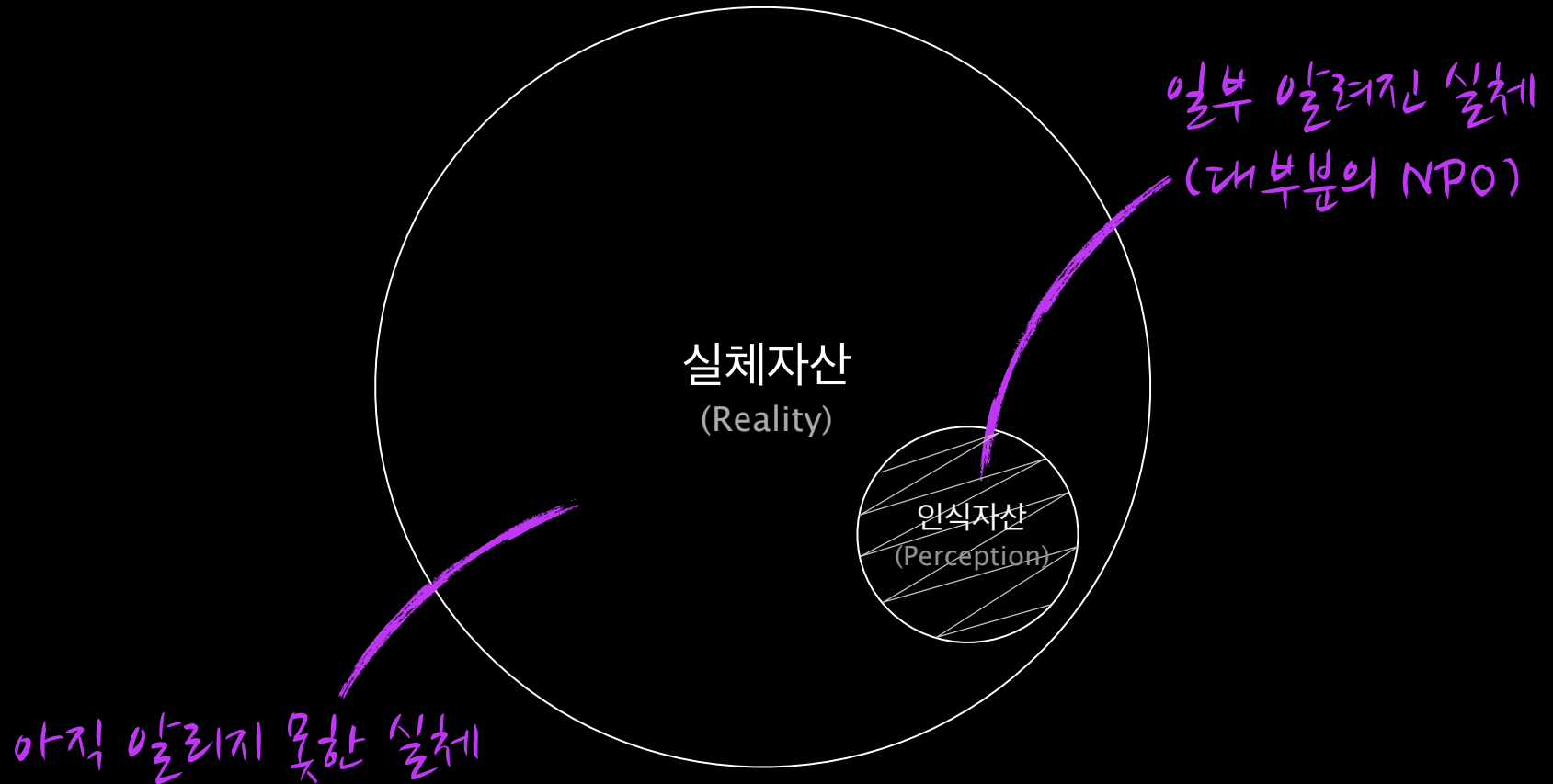
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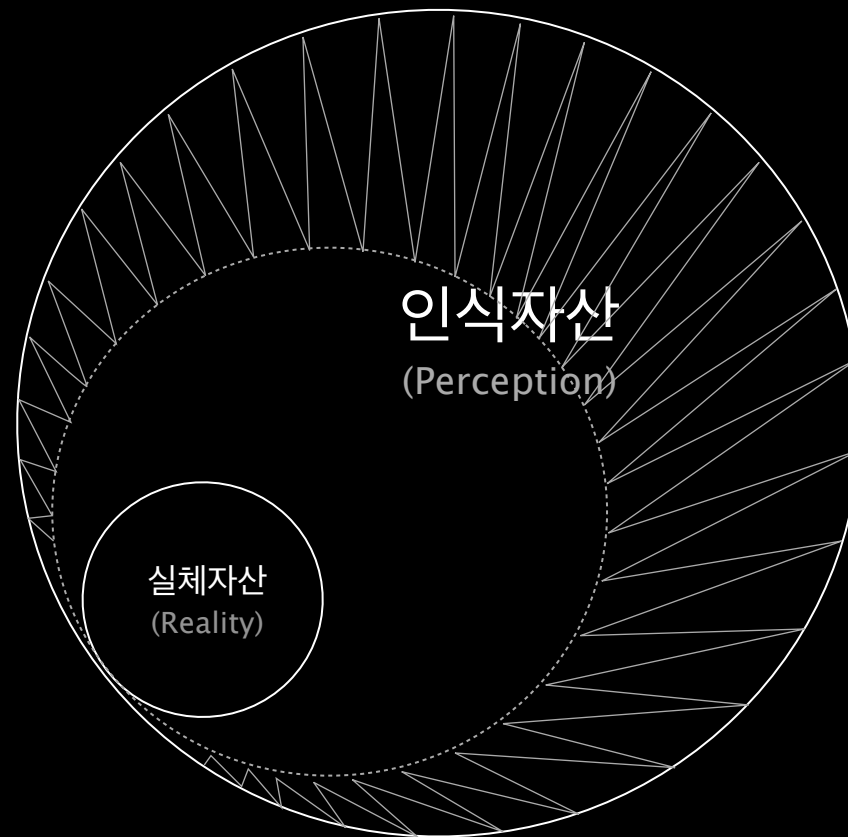
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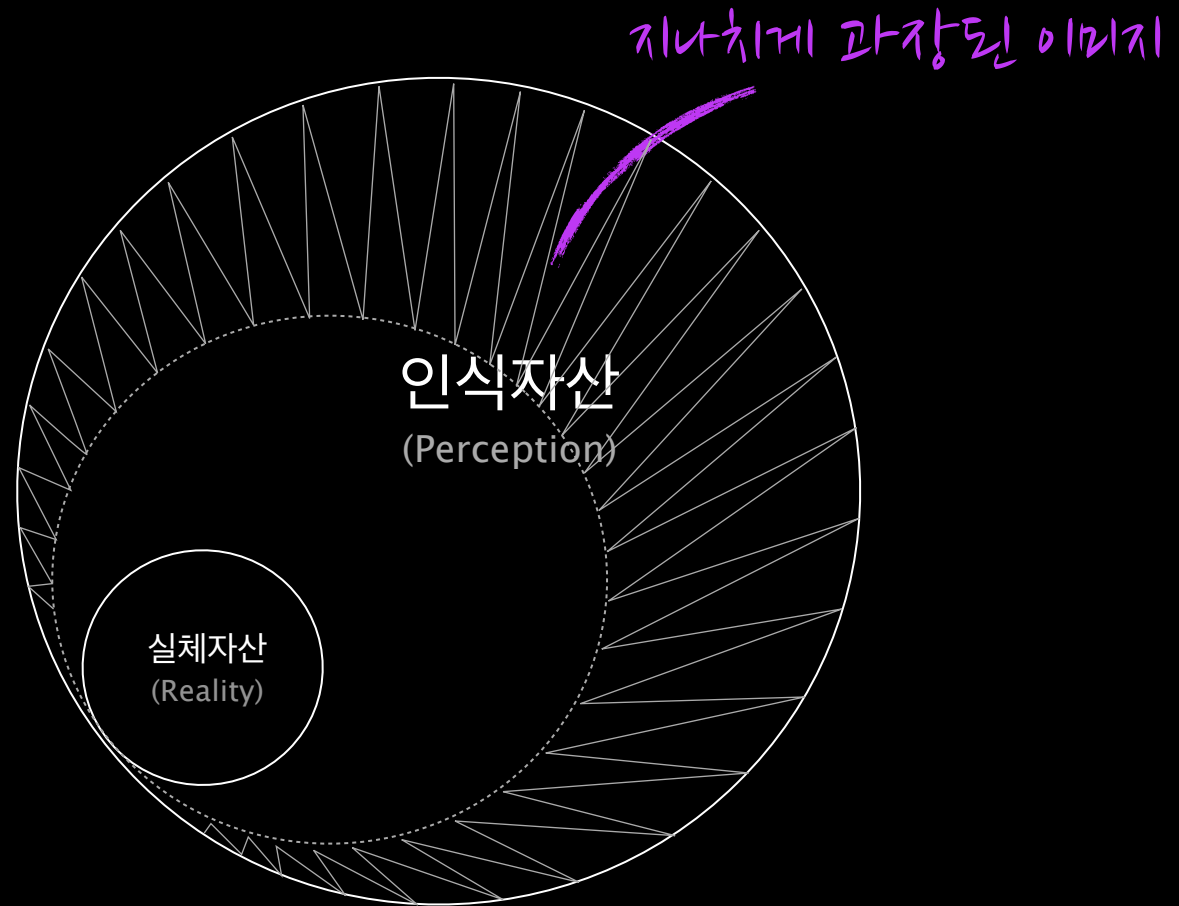
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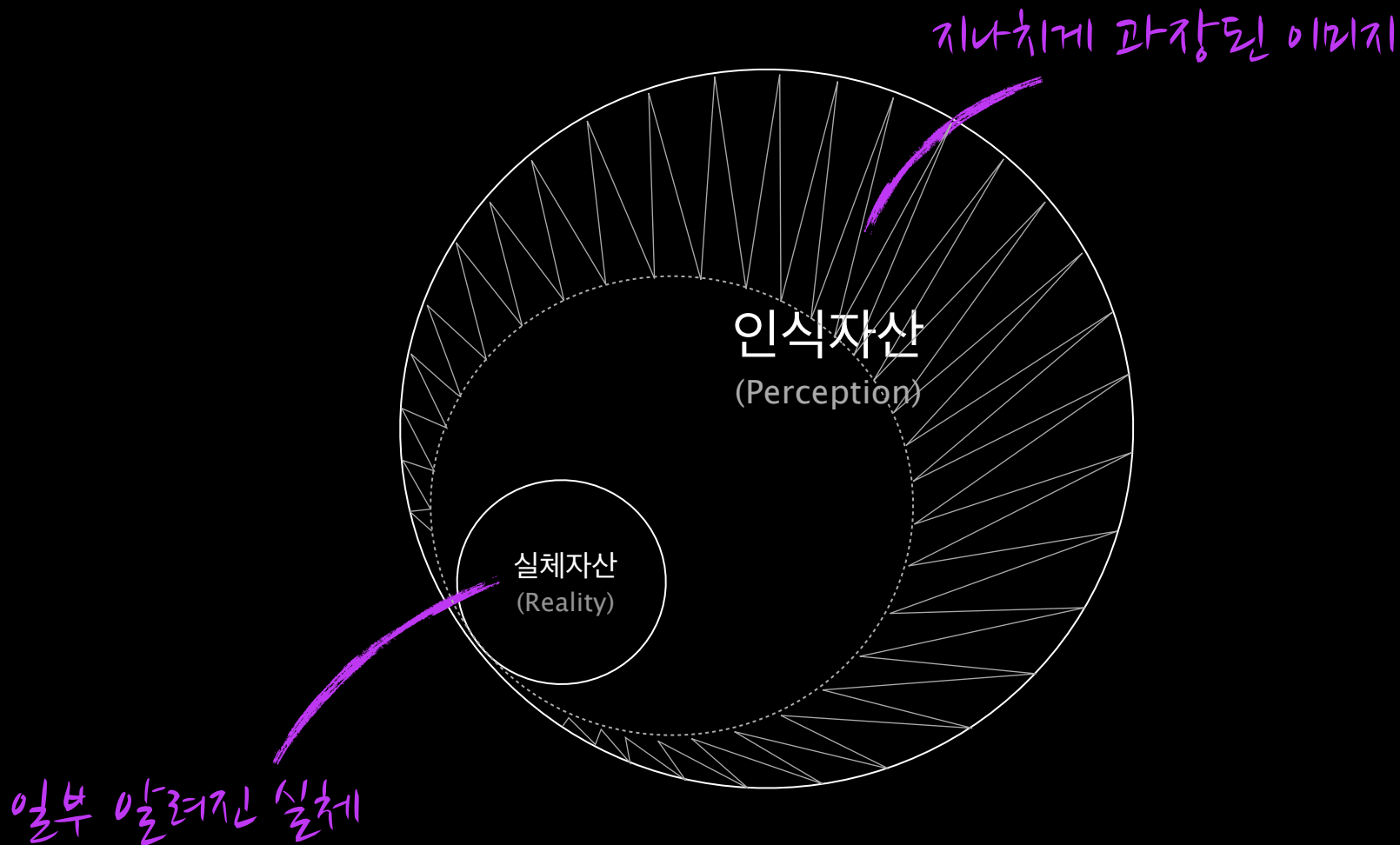
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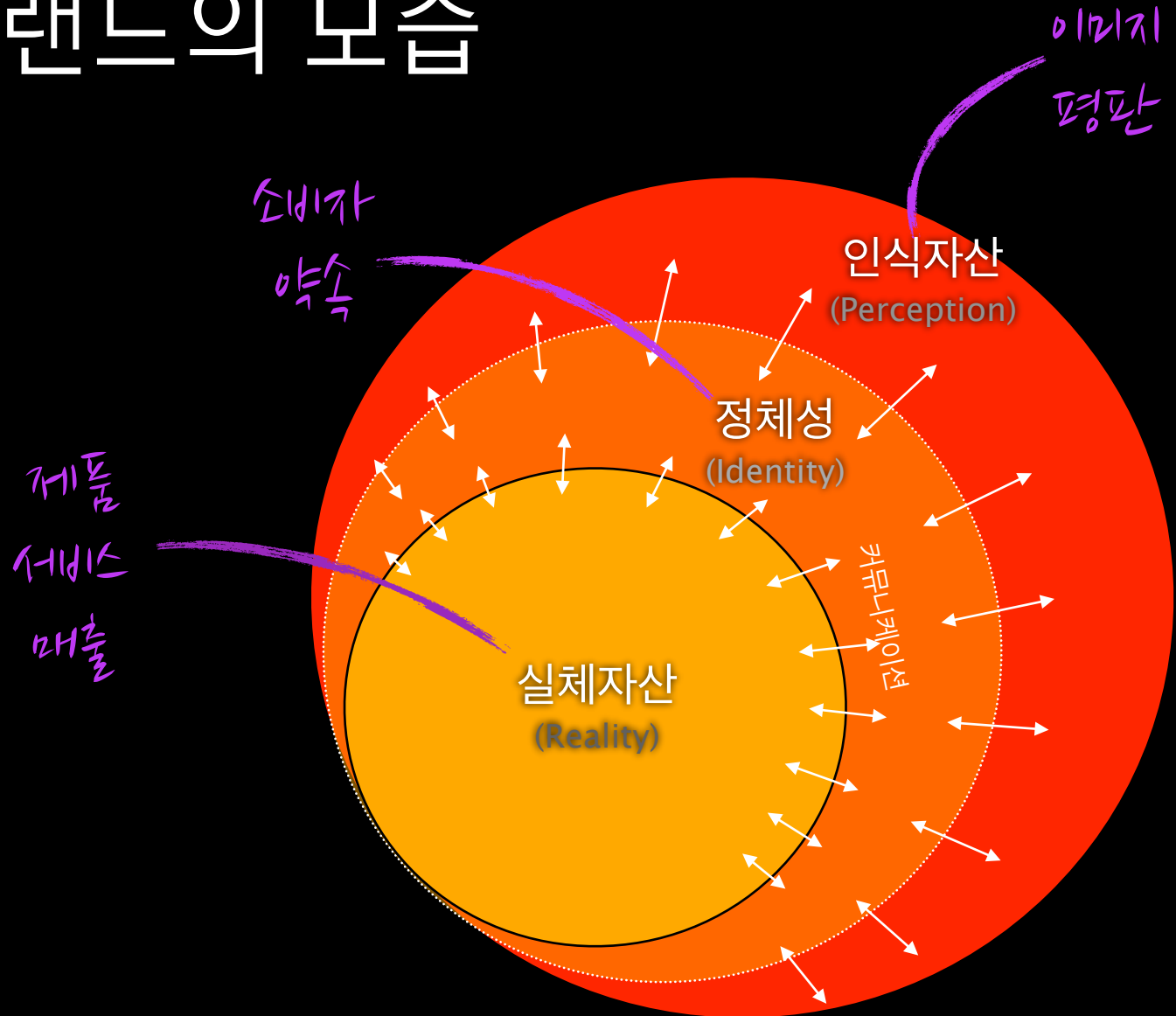
현실 속 브랜드들



현실 속 브랜드들



좋은 브랜드의 모습



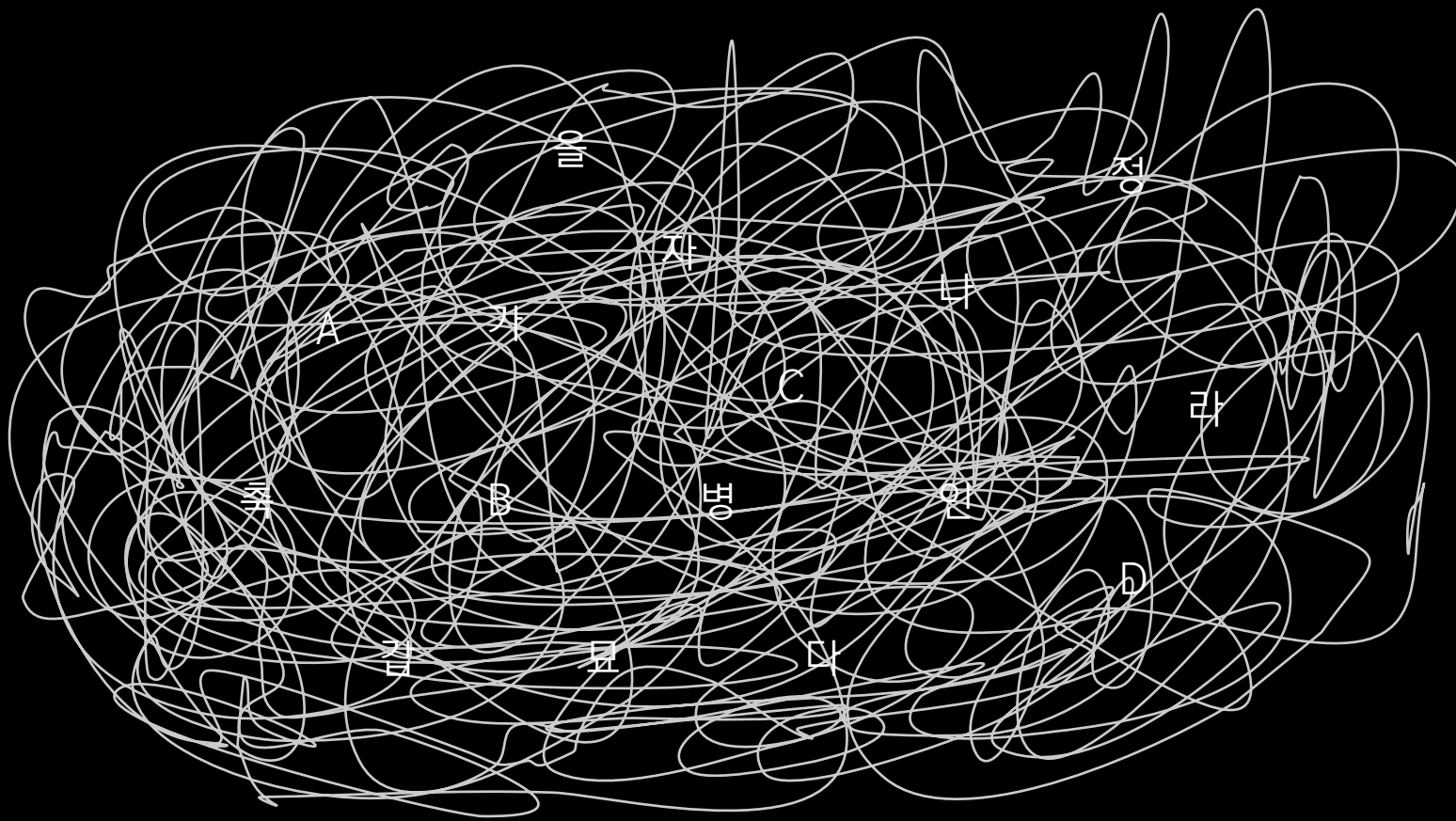




Relationship



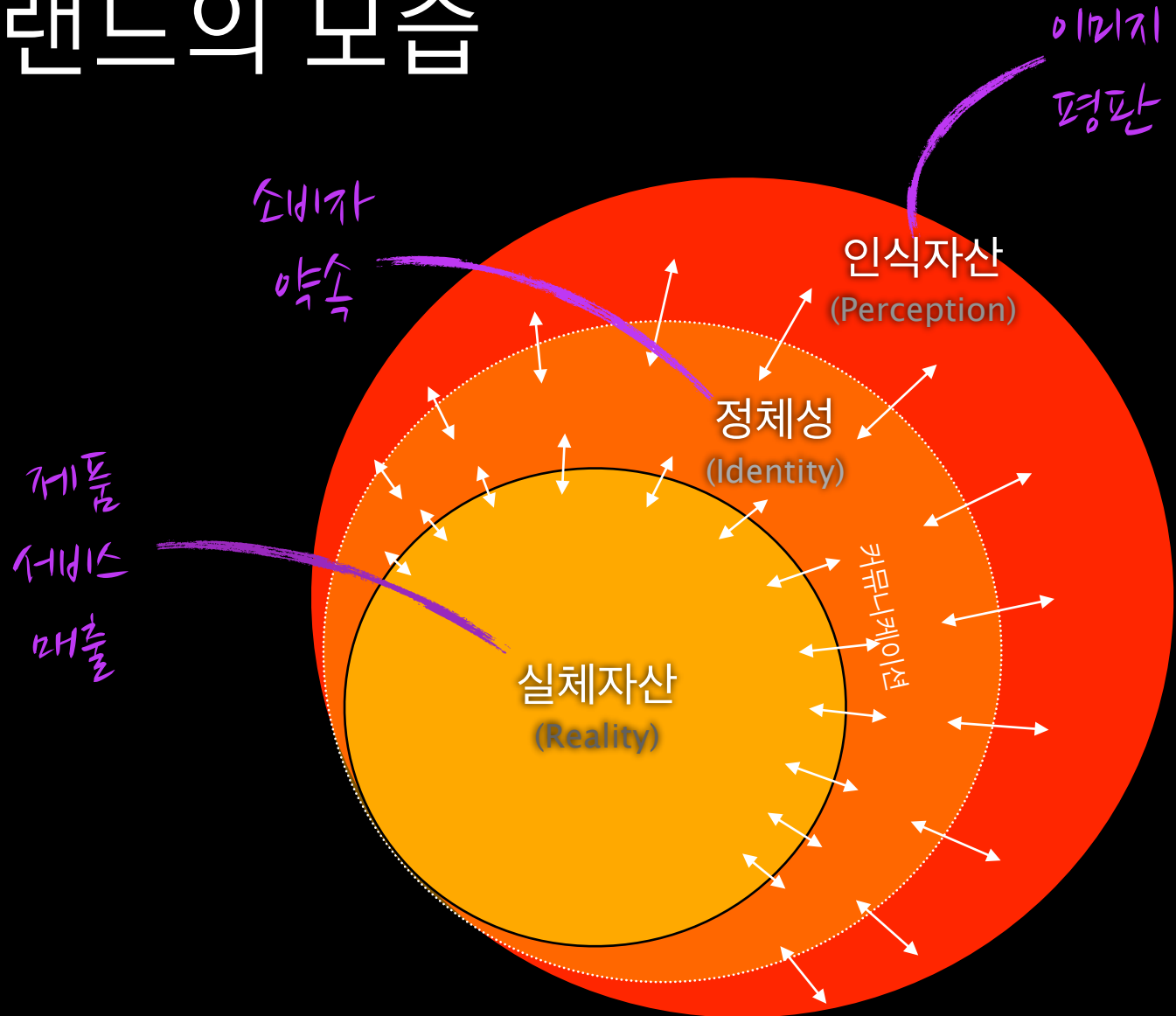
브랜드 아이덴티티가 명확하지 않은 구성원들의 머릿속



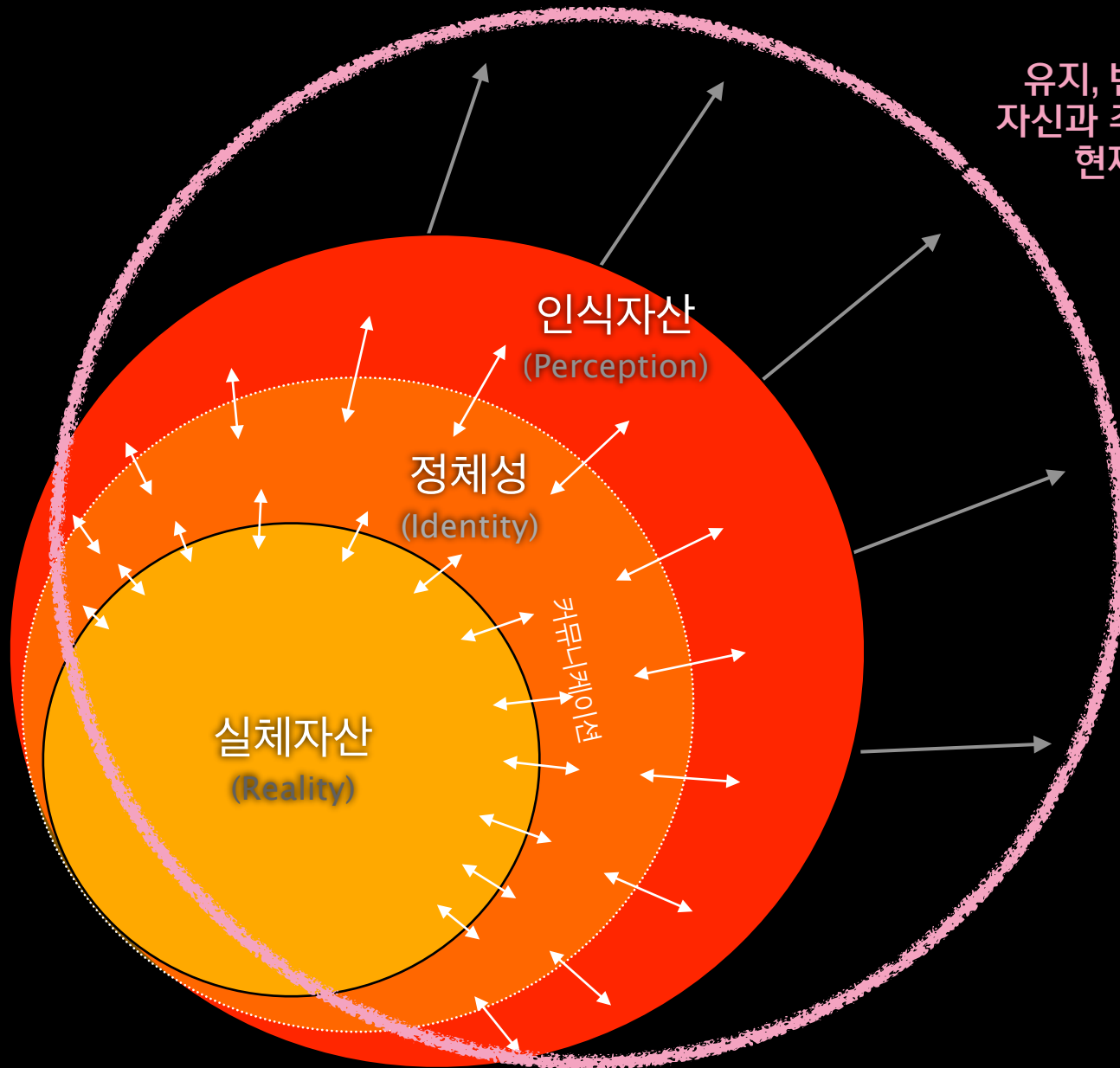
브랜드 아이덴티티가 명확한 구성원들의 머릿속

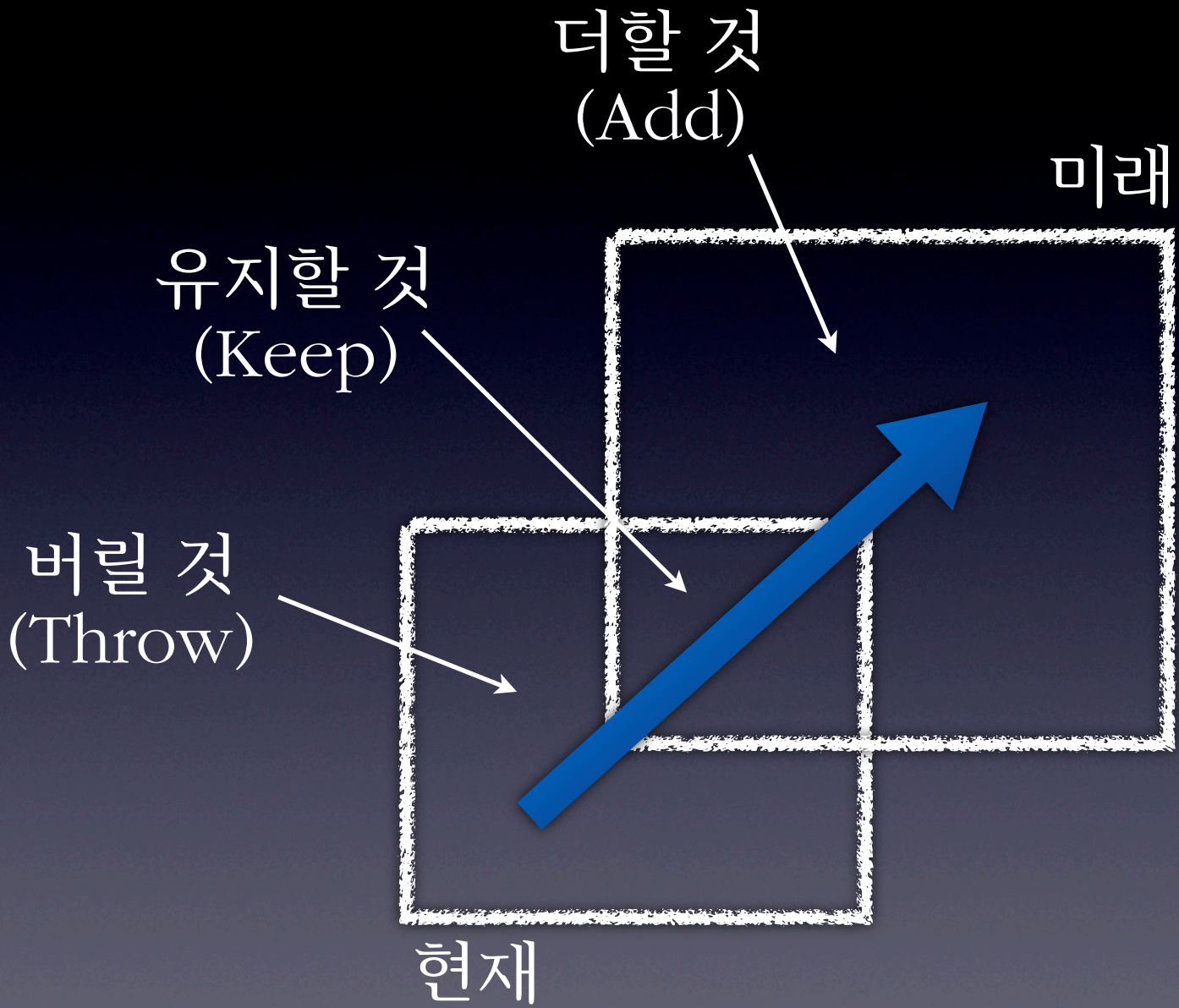
	1	2	3	4
1	A	B	C	D
2	가	나	다	라
3	갑	을	병	정
4	자	축	인	묘

좋은 브랜드의 모습



브랜딩의 핵심





Branding 관리체계

