

# Olacabs: Riding on a High

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## Advertising Industry

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- South Korea: Multi-Billion Dollar Advertising Industry
- Mediums Of Advertising: TV, Newspaper, Internet
- South Korea's advertising market saw an annual growth of 8% from 2007-2012 as a result of the resurgence of smartphones and high-speed Internet.
- Industry expected to grow 47% from 2012-2016 due to the flourishing smartphone and Internet sector.

## History Of South Korea



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- Located in East Asia ; Borders North Korea, Japan and China.
- Population: 50 Million
- Seoul: 2nd Largest Metropolitan(25 Million Residents)
- Official Language: Korean
- Current President: First female president elected into office.

South Korea Advertising Contd.

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- The Korean Broadcast Advertising Corporation
- Illegality Of Comparative Advertising
- Celebrities: The face of South Korean Advertising Industry

Source

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**Girls Generation**

- Most popular girl group in Asia.
- Playful/Sexy/Leggy
- The group sells products!

EXTRA SHOT  
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Jekwon BABY-G

SH 1000-1000 SH 1000-1000 SH 1000-1000



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エクストラショット

フルボディと  
表現したくなる紅茶。

★ ★ ★

**Lipton X** 少女時代



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Sources

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