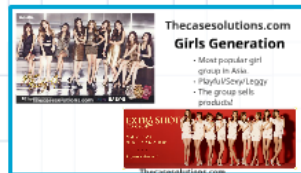


Premiere Distributing Inc.: The Popcorn Predicament

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Advertising Industry
Thecasesolutions.com

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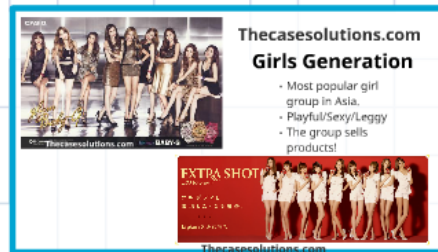
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- Illegality Of Comparative Advertising
- Celebrities: The face of South Korean Advertising Industry

Source

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



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- Playful/Sexy/Leggy
- The group sells products!

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