

## ANALYSIS OF MARKETING STRATEGIES IN KOREAN ANIMATION MOVIES

Jin Ju Choi, Yonsei University, Republic of Korea<sup>1)</sup>  
Wan Hee Chung, Yonsei University, Republic of Korea<sup>2)</sup>  
Seung Hee Mok, Yonsei University, Republic of Korea<sup>3)</sup>  
Ji Min Park, Yonsei University, Republic of Korea<sup>4)</sup>  
Kyung Ryun Ko, Yonsei University, Republic of Korea<sup>5)</sup>  
Eunju Ko\*, Yonsei University, Republic of Korea<sup>6)</sup>

### ABSTRACT

This study is to analyze the marketing strategies of animated films of Korea and suggest ways to develop and expand the industry. We specifically chose the movie called “Leafie, a Hen into the Wild” which showed not only the potential power of Korean animated movies but also the limitations to overcome.

Technology now has pervasive influence and created new lifestyle trend. Among advanced technology, especially, social network services are deeply connected to people’s daily life. Corresponding to such, brands take advantages of diverse kinds of SNSs, such as Facebook, Twitter, Instagram, and YouTube to promote their products and to form their images. “Leafie, a Hen into the Wild” also promoted the movie through several methods using social media. However, some critics say that its promotional method was not constructed well enough to attract many people. To overcome such limitation this paper investigated on current Korean animation industry and Korean consumer behavior in order to gain insight of appropriate ways to reach people. Understanding the lifestyle of the consumers helps to gain knowledge about what kind of social media are people most exposed to and familiar with. Moreover the study did SWOT analysis which included a research on global animation movie market. It focused on two specific movies, “Monster University” from Pixar and “Frozen” from Disney and learned about successful factors in their marketing strategies.

In short, this paper studied profoundly on the marketing strategies of the movie, “Leafie, a Hen into the Wild”, understood the market situation of Korean animation movie industry, and made suggestions regarding promotional methods adopting some aspects from global movie industries.

---

<sup>1)</sup> cjj6842@naver.com

<sup>2)</sup> wanheechung@hotmail.com

<sup>3)</sup> mok-sh@hanmail.net

<sup>4)</sup> leon4love@naver.com

<sup>5)</sup> mvimnstr93@gmail.com

<sup>6)</sup> ejko@yonsei.ac.kr, Corresponding author\*

**Keywords:** Korean animation movie industry, Marketing strategies, Social media, Global animation movie industry

**Reference**

Oh, S. Y. (Director)., & Hwang. S. M. (Writer). (2011). *Leafie, a Hen into the Wild*. [Animation]. Seoul, Myung Film.