

Hyundai Card Co Ltd in Consumer Finance (South Korea)

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Abstracts

Hyundai Card is focusing on maintaining its dynamic and high-end brand image. The company has a unique marketing strategy and regularly holds concerts for world stars such as Lady Gaga and Eminem. In addition, the company also made a collaboration music video with idol group and has a YouTube marketing channel. With such events and marketing, the company conveys a powerful young and dynamic image and at the same time ensures it has a premium brand presence with an original high-end premium...

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