



EXPERIENCE MAKERS LIVE





Building Brand Equity (with help from K-Pop Stans)

Jack Phan (#ONCEUncle)

EXPERIENCE MAKERS LIVE

About Me

- Entrepreneur & CEO of PhanZu
- 22+ years experience building startups
- Exits to Home Advisor (\$ANGI) and Quinstreet (\$QNST)
- Executive roles with Digital Trends, Money Crashers, and AGEIST
- Mentor entrepreneurs and startups
- Strategic Planning & Digital Strategies
- "Influencer" with over 1M followers on Twitter



How I Became a K-Pop Stan



Stan

A reference to the [Eminem](#) song Stan. The song is about an overly obsessed fan (named Stan) who writes letters to [eminem](#) and ends up driving off a [bridge](#) with his pregnant wife, because Eminem didn't write him back.

The terms means a very very overzealous and obsessed fan of a celebrity/band/cast of a tvshow or movie.

Person 1: I just love [Ariana Grande](#) so much I would die for her I would [track](#) her every move if I could

Person 2: woah don't be such a [stan](#)

The Tweet That Changed My Life



What is MOMO?!?



Dee
@rihvia

Replying to @JackPhan

Stan momo's forehead



11:29 AM · 9/10/19 · Twitter

476K view



marija
@amarijja

Replying to @JackPhan

STAN TWICE



1:14

Thread

sammi 🥰 |she/they @sammii... · 9/10/19

Replying to @JackPhan

she got rid of her bangs and in the teaser she looks stunning. Of course apple is great, but TWICE is very important to a lot of people and they are a ver significant girl group.

blayne @tzumyoui · 9/10/19

Replying to @JackPhan

as it should be twitter.com/ggsfancam/stat...

hylt soty @cutesfelix · 9/10/19

Replying to @JackPhan

yes



0:04

35 views

Add another Tweet

Within 24 hours, the fanbase taught me...

- WHO is MOMO
- WHAT is the reason she is trending
- WHEN the next album “Feel Special” will drop
- WHERE the nine members (YES NINE!) are from
- WHY I should stan TWICE
- HOW stanning TWICE will be good for my skin?
- ...and WHY these fans (ONCEs) would do absolutely ANYTHING for TWICE.

AND I MEAN ANYTHING!!!



Worldwide News

N연예 | 뉴스

홈 TV 포토 랭킹 스타캐스트 영화 NOW

엑스포츠뉴스

'아이폰 11' 이긴 트와이스 모모... '삼성 개입했나?' 깜짝 놀란 CEO

본문듣기 · 설정

기사입력 2019.09.11. 오후 1:42
최종수정 2019.09.11. 오후 1:45

235

가

KPOP monster

NEWS EVENTS INTERVIEWS VLOG ABOUT

HOME / NEWS /

TWICE 모모가iPhone의新作に勝利！？彼女の新ヘアスタイルにツイッター民が大熱狂した結果、起きた現象とは・・・

2019.09.12

NEWS

TWICE モモがiPhoneの新作に勝利！？彼女の新ヘアスタイルにツイッター民が大熱狂した結果、起きた現象とは・・・

TWICE 모모

← VỀ TRANG CHỦ MỚI NHẤT ▾

14 kenh14.vn > ★ Star

Sao Hàn Hội bạn thân Showbiz Paparazzi S

1 nữ idol Kpop bỗng hot đến mức vượt mặt iPhone lên top trend toàn cầu, đến "ông trùm" nổi tiếng phải tò mò hỏi là ai

OFF

Theo Helino • 10 tháng trước

Event · LIVE
Apple Event: Announc
kick off in Cupertino
150K people are Tweeting about th
Trending in United States
Momo
225K Tweets
#AppleEvent

Nữ idol đình đám của nhóm TWICE đã bất ngờ vượt mặt của Apple, iPhone để trở thành nhân vật được bàn tán nhiều nhất trên Twitter.

The Power of K-Pop Stans

- Incredible marketing vehicle
- Overwhelm trends on social media
- Overpower voting in award shows
- Elevate their idols and recording labels
- Strong cultural impact and awareness to South Korea



Social Activism

The New York Times

Race and America >

Three Words, 70 Cases

The Death of Elijah M

BTS Fans Say They've Raised \$1 Million for Black Lives Matter Groups

The fund-raising campaign led by fans of the K-pop group was energized this weekend as protests continued worldwide after the death of George Floyd in police custody in Minneapolis.




Esquire

SUBSCRIBE SIGN IN

Inside K-Pop Stans' Social Media War Against White Supremacists

The most powerful fandom on the internet is fighting to bury racist propaganda—and BTS fans have reportedly raised more than \$1 million for Black Lives Matter.

BY JUSTIN KIRKLAND JUN 8, 2020



The New York Times

Race and America >

Three Words, 70 Cases

The Death of Elijah M

Why Obsessive K-Pop Fans Are Turning Toward Political Activism

After claiming some credit for the fizzling of President Trump's rally in Oklahoma, the online armies of Korean pop music listeners are feeling prepared and empowered.



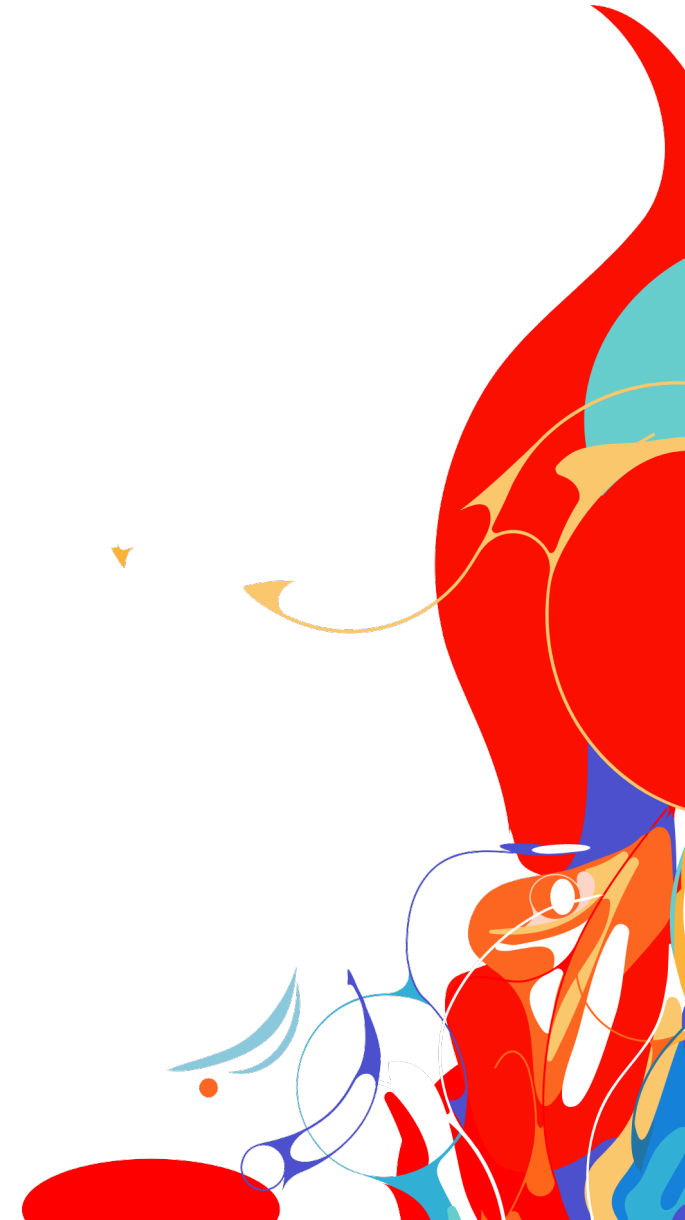
A crowd of K-pop fans at the annual KCON

TOTAL WORLD DOMINATION



Becoming a K-Pop Stan

- I've bought hundreds of albums
- I traveled to South Korea to attend a fan meeting and anniversary concert
- Met fans from all over the world
- Started a YouTube channel with piano covers and unboxing videos
- Held a worldwide giveaway
- Interviewed by media on becoming a ONCE
- I became a K-Pop marketing machine.
- **I became a K-Pop Stan.**



This is **BRAND EQUITY**



Need for Building Brand Equity

- Brand equity has a positive influence on market power.
- It positively impacts consumers' willingness to pay price premiums.
- It leads to higher efficiency and effectiveness of your marketing programs.
- It positively impacts the company's market share.
- It results in improved future profits and long-term cash-flow.
- It can build brand loyalty, which in turn reduces marketing costs.



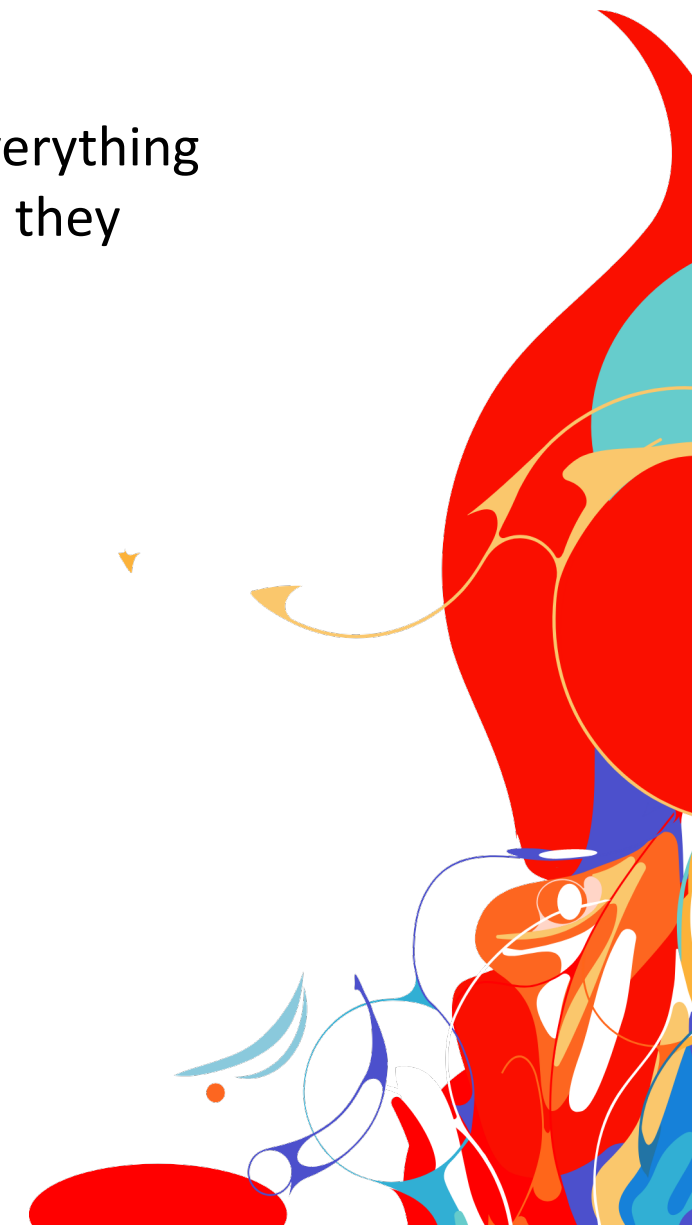
5 Lessons Learned from K-Pop Stans



1. Create Shareable Content

K-pop stans create “fan accounts” where they love to share anything and everything about their idols. They create GIFs, memes, fanart, and mashup videos. And they constantly look for content to create and share.

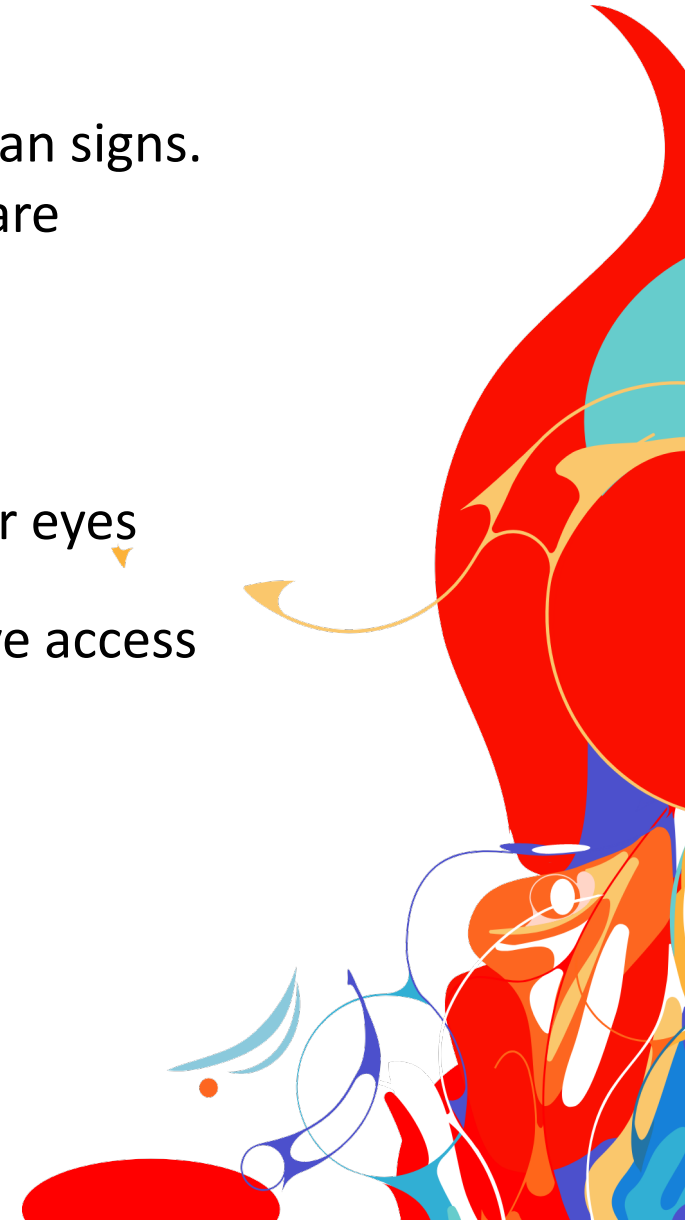
- Create content that customers can use
- Make it easy to access and easy to share
- Encourage customers to use your content to be creative



2. Organize Social Events

K-Pop stans love to get involved when attending concerts, fan meetings, or fan signs. But more importantly, they love to capture the activity at the events and share everything that is happening.

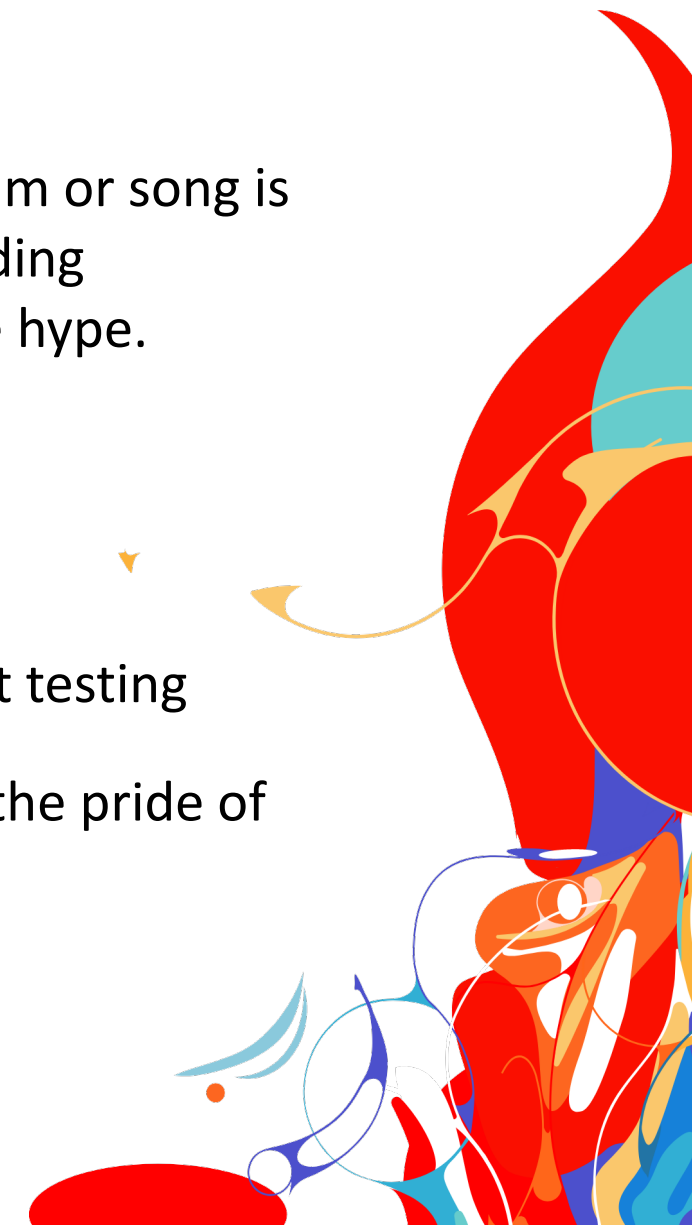
- Invite customers to exclusive events and allow them to share through their eyes
- Create #hashtag challenges that help unlock additional content or exclusive access
- Reward customers for being active and sharing at the events



3. Build Up a Launch

Nothing sparks activity for K-pop as a “comeback”. The launch of a new album or song is meticulously planned out with teaser videos, pics, visual concepts, and building excitement. Fans eat this up and use the anticipation to further create more hype.

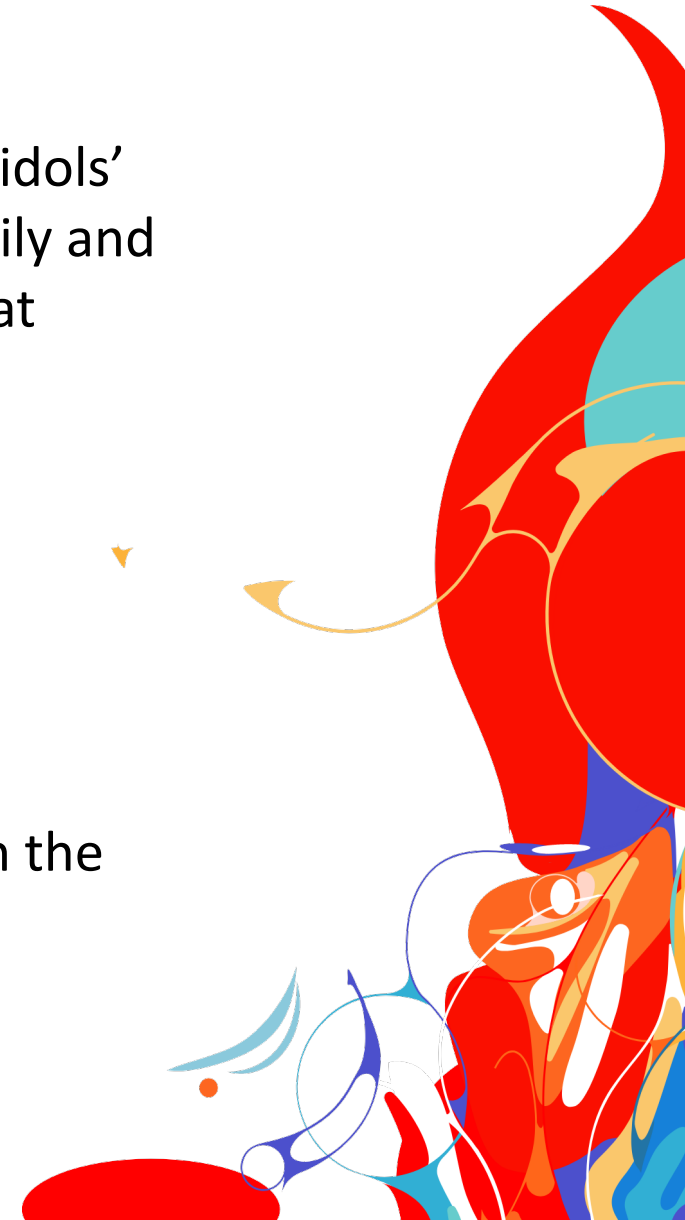
- Plan activities pre-launch to build up buzz and excitement
- Share behind-the-scenes access to the “making of” or bloopers of product testing
- Capture reactions from the team who worked on the products and show the pride of what went into creating the product.
- Let customers speculate and anticipate



4. Harness the Passion

The passion of a K-pop stan has a tremendous influence on the fate of their idols' popularity. Fans strongly identify with their idols. They feel a part of the family and will protect them with all their might. That passion creates a strong bond that helps move merchandise, albums, and ticket sales.

- Build a close relationship with your customers
- Have meet ups and discussion groups to gain additional insight
- Celebrate your milestones with your loyal customers and let them share in the win



5. Empower the Fans

K-pop industry is fueled in part by fan-made content and the fans abilities to self organize their own events and activities. It's the pride that comes from a fan feeling proud to help to shine light on their idols. It comes in many forms, but the feeling of empowerment gives them freedom to create.

- Empower customers to become fans and let them do the heavy lifting
- Recognize and reward your most loyal customers
- Create a culture where your brand has a positive influence on your customers creativity with endless imagination and opportunities



Summary

1. Create Shareable Content
2. Organize Social Events
3. Build up a Launch
4. Harness the Passion
5. Empower the Fans



Final Thoughts

Stans are not reserved for just the music or entertainment industries. The culture of K-Pop Stans can translate into a passion driven, highly engaged customer experience that brings loyalty beyond your product or service. The loyalty is to your brand and your **Brand Equity** that gains the most when your company stans do the heavy lifting.



Thank You!



