

The background features several overlapping circles in a vibrant pink color. A thin white horizontal line runs across the middle of the page, with a small rectangular box extending downwards from it on the left side. The text is positioned within these circles.

DEMOGRAPHICS

ENTERTAINMENT

CONNECT. ENGAGE. GROW.

2014

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TEXAS STATE UNIVERSITY

EXECUTIVE SUMMARY

Demographics Entertainment has been throwing their “I <3 K-Pop!” night event every month for almost a year at the Elysium in Austin, Texas. The organization wishes to maintain and grow it’s community, a community that surrounds itself in the fandom culture of Korean Pop music and culture. Demographics hopes to make “I <3 K-Pop!” a staple of the Austin music scene, and beyond.

The campaign plan has to and will strive for one goal: To have Demographics successfully connected, engaged and grown with the community that they are in continual contact with, increasing participation in Demographics events.

The campaign has addressed parts of the primary issues listed below, the continuation of the campaign plan will address these issues in full:

1. The organization lacking engagement from current community members, with each monthly “I <3 K-Pop!” night seeing a decrease of participants.
2. The organization not being widely known, mainly in the Austin, Texas, locale.
3. The organization lacks a team to satisfy the needs of Demographics Entertainment.

These issues will be worked through with different strategies involving social media, local exposure and team building.

SITUATIONAL ANALYSIS

-STATEMENT OF THE PROBLEM / OPPORTUNITY

Demographics Entertainment is facing decreasing participation in their monthly “I <3 K-Pop!” night event. At the same time Demographics is seeking plans to bring “I <3 K-Pop!” to other cities to cater to the ever-growing K-Pop Music community, as well as plans to host acts from the South Korean music industry.

-SITUATIONAL ANALYSIS

The event takes place once a month at an alternative-nightlife club called Elysium in Austin, Texas, costing \$5 dollars to attend. All proceeds goes to funding Demographics endeavors and expenses. At the event, K-Pop music videos are projected onto large screens that surround the dance floor where participants can dance. Those who have learned the choreography to the music videos are encouraged to dance on stage. The bar serves soju on “I <3 K-Pop Night!”, a Korean rice liquor. Local acts are sometimes invited to come and perform, stemming from a Austin-based Korean artist, to a group of dancers from Texas State University’s Korean Culture Club.

“I <3 K-Pop!” night is enjoyed by mostly young adults and teenagers residing in Texas. Event participation has varied, from a low turnout of 60 people, to almost double that at 150 people. At the event, participants are encouraged to dress the way they are. No formal dress code is in place. Cosplayers are encouraged to come dresses as their favorite K-Pop idol or anime character.

-SWOT ANALYSIS

STRENGTH

- Established venue for events at Elysium
- Few competitors
- Consistent branding
- Core group of attendees at events
- Consistent graphics
- Connections
- Community
- Engagement on social media

WEAKNESSES

- Vague working team members, not visible
- Brand distinguished from event name
- Name of the event "I <3 K-Pop"
- Lack of brand "human" face
- Community disengagement
- Poor Management
- Website

OPPORTUNITIES

- Proximity to large school systems
 - University of Texas, Austin. Texas State University. Austin Community College
- Location: Austin, Texas
- Proximity to other large cities in Texas
- Social media
- Print media in Austin publications
- Various Austin music festivals
- Local artist scene
- Music scene of Austin
- Community

THREATS

- Hallyu Entertainment
- Team structure
- Community

RESEARCH

-SECONDARY RESEARCH

In 2011, the South Korean government put out a 93 page publication on their country's official website titled "K-POP: A New Force in Music," where they explain what K-pop is while trying to promote the music genre. They also have a history of K-pop. While at first K-pop had trouble breaking the barrier into the western world, it wasn't until that social media became mainstream did it penetrate outside of Asia. Perez Hilton is attribute with promoting the Wonder Girls (and helping popularize them) on his blog when they first toured in the United States.

<http://www.korea.net/Resources/Publications/About-Korea/view?articleId=2217&pageIndex=4>

Looking through the Demographics archives, there isn't much activity that is notable to note from their Facebook and official website. Twitter also lacks community engagement. Postings are leaning more towards a one-way communication and it's not dynamic.

<https://www.facebook.com/demographicsentertainment>

<http://www.demographicsent.com/?m=201408>

https://twitter.com/_demographics/with_replies

According to a case study by Ingyu Oh, she noted that K-Pop strategy to a global audience is physique of singers, number of members, and voice-dance coordination. In her study she also notes that K-Pop can be divided into archetypes found in traditional art form or foreign legends. She states that K-Pop takes much of its influences from Michael Jackson.

http://www.academia.edu/4732546/The_Globalization_of_K-pop_Koreas_Place_in_the_Global_Music_Industry

At Texas State University, there exists a club that is Korean Culture Club. The club focuses on Korean culture. During the meetings last year (2013) K-Pop has been a focal point in the club activities.

<https://www.facebook.com/pages/Korean-Culture-Club-at-Texas-State-University/150898254963054>

According to the Hallyu (A company that helps arrange outreach of Korean pop culture and news) community websites there are a lot more local K-Pop events popping up in the Central Texas area. Demographics can look at these for examples of what to do.

- a. <http://www.meetup.com/Austin-Korean-Language-and-Culture-Group/>
- b. <http://fanstudies.wordpress.com/2013/08/09/cfp-k-pop-and-k-drama-fandoms-journal-of-fandom-studies-special-issue/>

- c. <http://www.allkpop.com/>
- d. <http://www.kpopstarz.com/articles/107313/20140901/hallyu-entertainment-ushers-in-new-era-of-fan-community-in-texas-plans-first-k-pop-club-event.htm>
- e. https://www.facebook.com/events/751981318177454/762475690461350/?notif_t=plan_mall_activity

The publication that the Korean government put out gives out so much information on what exactly K-Pop is and the history, and current (as of 2011) trends that are happening, such as the popularizing of the music genre in Europe and the United States specifically and things that have helped to speed that up. I believe this is a great piece of information for what I need to know about the people of Demographics and target audience I am dealing with, especially those who identify themselves as part of the fandom. Ingyu Oh's case study discusses the "why" of the Korean pop fandom outside of Korea.

At Texas State University, for example, they have a group of students who all share the same interest of K-Pop music. They all attend the events Demographic puts on, so perhaps surveying them later would be essential. Also, Demographics can look at what similar groups in the area are doing to get an idea of what they can do in the future, and of course be ahead of competing groups.

- AUDIENCES

The audience for "I <3 K-Pop!" might consist mostly of young adults, aged 21 - 29, who live in the surrounding areas.

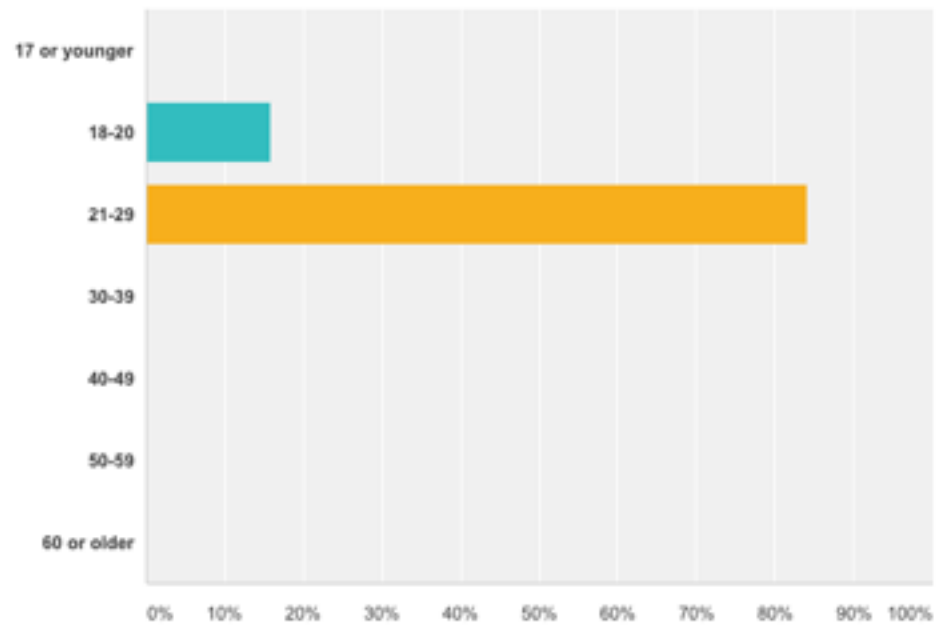
- PRIMARY RESEARCH

A survey was conducted using an online service called survey monkey. Glowsticks were promised in return to filling out the online survey of 9 questions. In total, there were 19 respondents. The survey was posted on the Demographics Entertainment's official Facebook page, as well as on their November event page on November 2, 2014. The results were collected on November 18, 2014. The survey was offered to anybody who has previously attended a Demographics event. The results have been analyzed for important trends and feelings in regards to Demographics' night event: "I <3 K-Pop." The graphs and questions have been screenshot from surveymonkey.com.

(Actual survey may be found in the appendix.)

What is your age?

Answered: 19 Skipped: 0



Answer Choices	Responses
17 or younger	0.00% 0
18-20	15.79% 3
21-29	84.21% 16
30-39	0.00% 0
40-49	0.00% 0
50-59	0.00% 0
60 or older	0.00% 0
Total	19

Most respondents' ages fall between 21-29.

**In what ZIP code is your home located?
(enter 5-digit ZIP code; for example, 00544
or 94305)**

Answered: 19 Skipped: 0

ANSWERS:

78705: 3

78666: 6

78725: 1

76201: 1

78759: 1

78660: 1

78729: 1

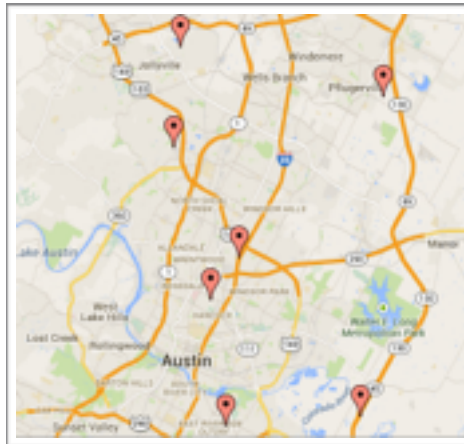
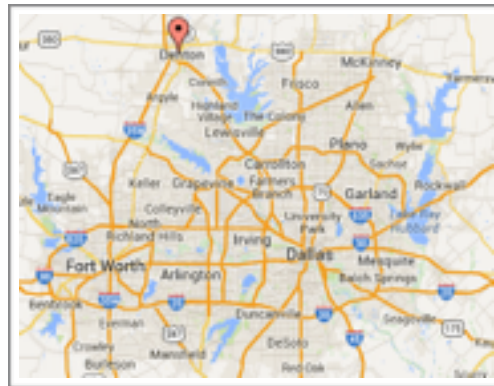
78108: 1

78751: 2

78752: 1

78741: 1

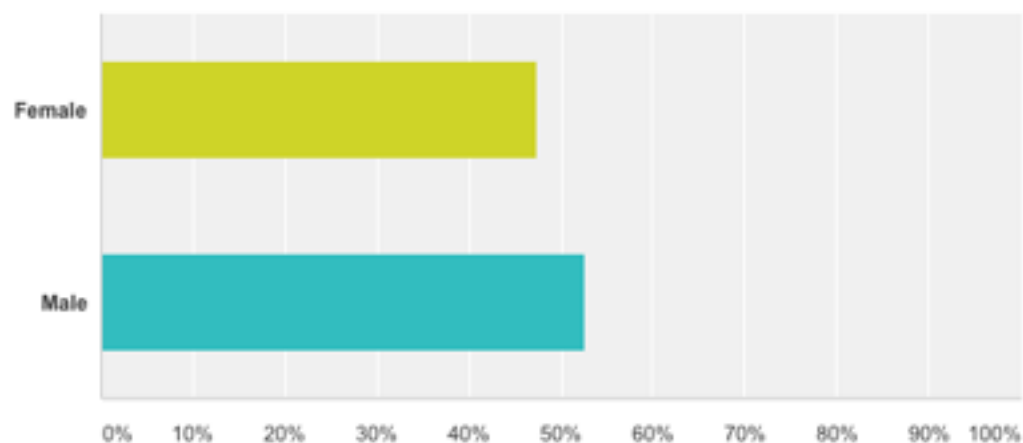
Total: 19 Respondents



Most respondents live throughout the Austin metroplex. Those outside of Austin live near other Texan major cities. Notably there were no respondents from Houston or El Paso area.

What is your gender?

Answered: 19 Skipped: 0



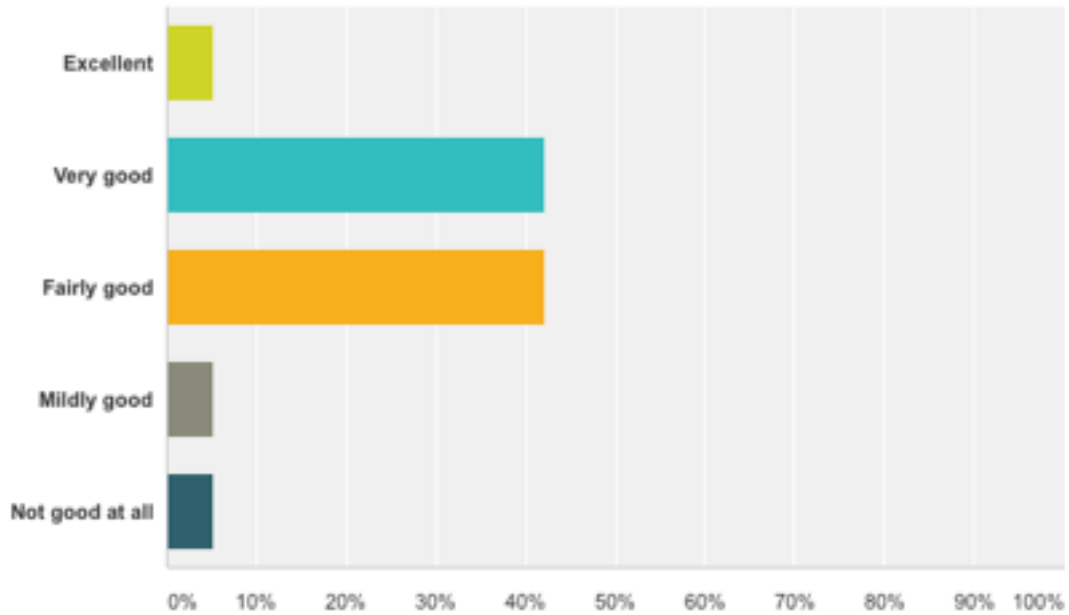
Answer Choices	Responses	
Female	47.37%	9
Male	52.63%	10
Total		19

Comments (0)

Respondents were also given the option of inputting their own gender if male or female did not represent the gender they identified with.

Overall, how would you rate "I <3 K-Pop!" Night?

Answered: 19 Skipped: 0

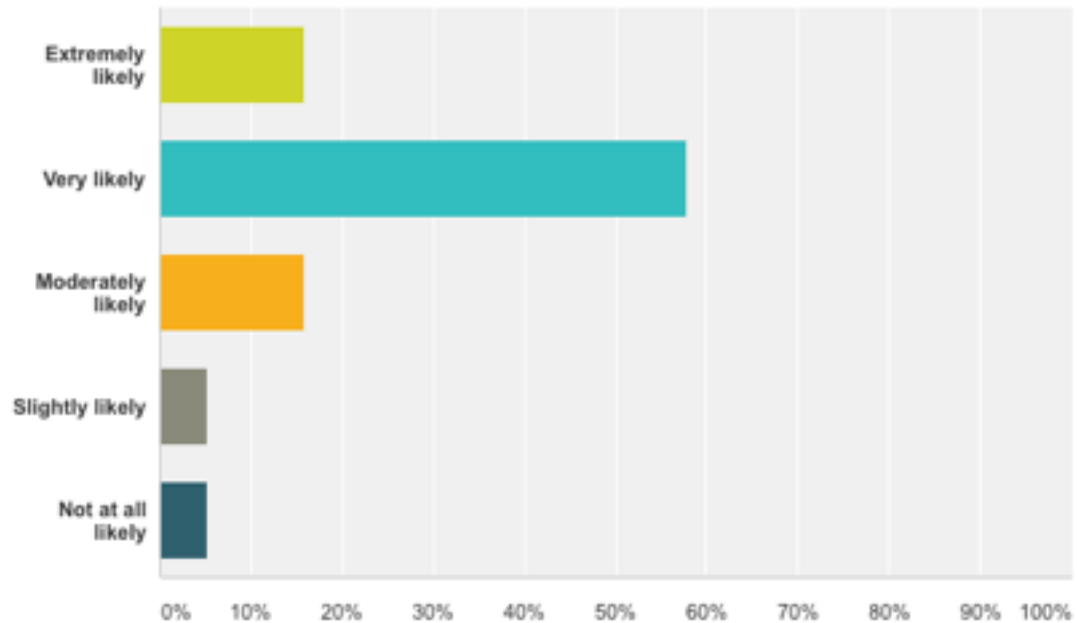


Answer Choices	Responses
Excellent	5.26% 1
Very good	42.11% 8
Fairly good	42.11% 8
Mildly good	5.26% 1
Not good at all	5.26% 1
Total	19

Eighty-four percent of respondents selected responses that rated "I <3 K-Pop" night from "mildly good" to "very good." Only 5.26 percent claimed it as "excellent" and another 5.26 percent claimed it as "not good at all."

How likely are you to recommend "I <3 K-Pop!" Night to a friend?

Answered: 19 Skipped: 0

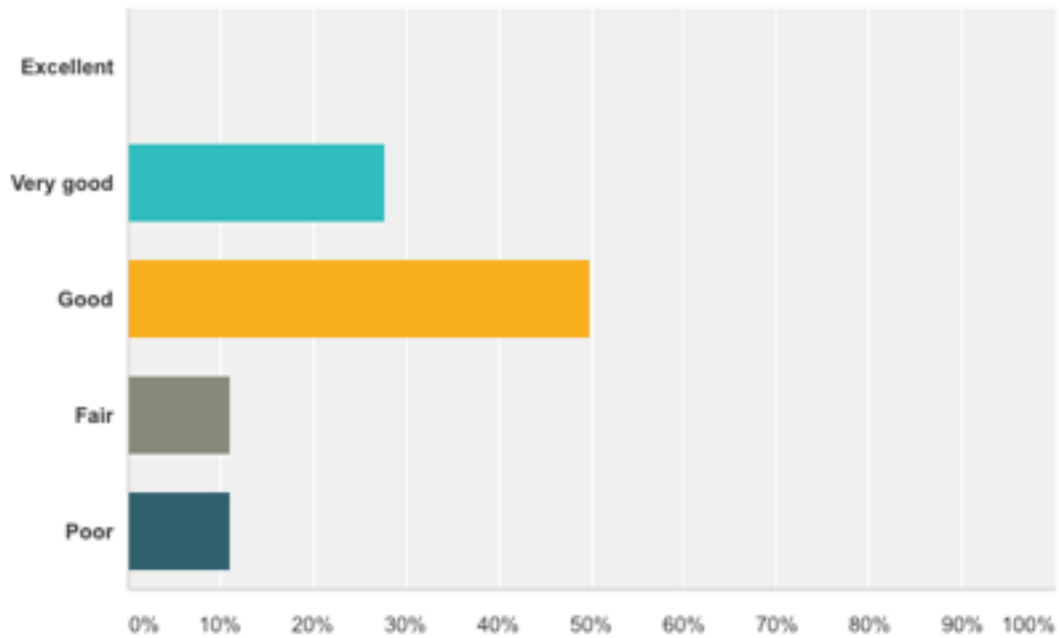


Answer Choices	Responses
Extremely likely	15.79% 3
Very likely	57.89% 11
Moderately likely	15.79% 3
Slightly likely	5.26% 1
Not at all likely	5.26% 1
Total	19

About more than half of respondents said they were “very likely” to recommend “I <3 K-Pop!” night to a friend.

How would you rate the venue?

Answered: 18 Skipped: 1



Answer Choices	Responses
Excellent	0.00% 0
Very good	27.78% 5
Good	50.00% 9
Fair	11.11% 2
Poor	11.11% 2
Total	18

Though zero percent of respondents rated the venue as “excellent,” eighty-eight percent gave the venue a rating between “fair” and “very good.” Out of the 18 who answered this question, 2 respondents indicated the venue as “poor.”

What do you want to see Demographics Entertainment do more of in the future?

Answered: 14 Skipped: 5

"I would play more danceable music."

"Add a spot light or two to the main stage so when people dance, if they're friends film it, you can actually see their faces."

"Hmm maybe by adding more contests and raffling KPOP concert tickets!"

"Get a new manager please"

"More variety of music videos played"

"Make an actual playlist."

"more people variable music"

"Every Month, i would invite or let dance group perform. maybe one or two. instead of playing random songs that people requested...i will make a theme every month and play songs that are related to the theme"

"Play better songs >_< Pay more attention to k-pop charts & only play songs that people can actually dance to."

"the venue is kinda dirty and the bartenders are clearly not having fun so I would like to see another venue or at least a bar staff even for the one night that doesn't look like they hate their lives"

"More prize winnings during the event!"

"Answer more requests and player older, popular sounds for us beginner k-pop fans."

"Play actual popular songs and popular artists as opposed to new and up and coming nobodies."

"Cuter venue, better music mixes, flashy lighting, more gay stuff."

"More interactive things. Maybe some live performances if possible."

"interactive events or competitions"

Concern for interactivity and music is expressed often in this collection of responses.

How would you improve "I <3 K-Pop Night"?

Answered: 16 Skipped: 3

"Have a good event for once"

"I think they should play more variety of songs. I think it will do good to play some less well-known or older songs."

"maybe an online shop or allow for individual performers to be announced"

"Bring KPOP artists to the stage and host KPOP concerts in Austin(;"

"more Kpop nights"

"Play less indie. Bring in more gorgeous boys to perform live. The last guy was super talented."

"accept....peoples opinion..."

"Same as answer 7. And have more than one event a month."

"more group activities!"

"A better way at requesting music."

"uhhhhh. More glowsticks?"

"the improvements i stated above."

"Get really gay."

"maybe venture out to more kpop, not just mainstream. Maybe have a 'New Artist' segment during the event to let us know what new artist we should be on the lookout for."

Many respondents would like to see Demographics do more than "I <3 K-Pop" night.

Is there anything else you'd like to share?

Answered: 14 Skipped: 5

"Make better flyers"

"Nope."

"There needs to be a better way to play requests that lets people feel like we do want to play what they like but is more fair so 1 person can't request a million songs and the person who just requests 1 never hears it."

"So far so good, I'd like to know who's all apart of the Demographics Team though so I can know who's working hard to make the events awesomeee"

"n/a"

"Look forward to it every month."

"I am just surprised many people are interested in Kpop that much and very happy for it"

"Please find me a boyfriend that looks like Kim Woo Bin. ^^"

"I <3 KPOP has created such a cute community, thank you!"

"I <3 Kpop is an overall very fun and friendly event!"

"The photobooth was awesome! More lazars."

"Alot of people feel the same way."

"I'm probably gay."

"keep on supporting KPOP. 😊"

I allowed respondents to add anything else they wanted at the end of the survey.

RESEARCH CONCLUSION

I surveyed 19 participants in order to clearly identify the problems with Demographics Entertainment's night event, "I <3 K-Pop!" night becoming less and less active. Survey takers mentioned commentary about the music and the event's interactivity.

Overall, participants jotted down that the music needs to have more variety, with suggestions from playing indie (to not playing indie music), bringing in live acts or playing songs from the K-Pop top charts. Structure for music, commentary included following a theme or having a playlist. There were some complaints about needing an efficient way to handle song requests.

Considering the event is essentially the music it plays, the input of asking for more variety implies event goers believe the songs are repetitive and there is nothing new to expect at the next "I <3 K-Pop!" night.

As far as the event, respondents would like to see more of interactivity take place. Suggestions ranged from having prizes, more group activities to having competitions. Venue suggestions include a light to shine on the faces of the dancers when they're on the stage and friendlier bartenders. Notably a respondent mentioned wanting to know who exactly worked on the Demographics team.

The organization has expressed wanted to build a community. Interactivity is key to building a community. Without the interactivity between an organization and the people that follow it, there would be very little growth of a "community."

Respondents were asked to suggest improvements for "I <3 K-Pop!" night and were also asked what they wanted to see Demographics Entertainment do in the future. Based on the answers, there seems to be interchangeability between the branding of "I <3 K-Pop!" and the organization name "Demographics Entertainment," suggesting that there is confusion in the brand distinction between the event name and the people who run the event.

OVERARCHING CAMPAIGN PROPOSAL

- THEME

Connect. Engage. Grow.

This theme was chosen for this campaign because we believe these words summarize Demographics intentions to becoming that catalyst of the K-Pop community's growth in Texas. Demographics wants "I <3 K-Pop" to be an event known through out the city and be a recognizable event to attend.

- KEY MESSAGES

In order to engage and grow a community, we must first connect with the community. With this connection we can engage our audience and foster growth, thus establishing community.

- COMMUNICATION CHANNELS

- SOCIAL MEDIA

- Facebook
- Twitter
- Instagram
- Vine
- Tumblr

- WEBSITE

- demographicsent.com

- PRINT MEDIA

- Fliers
- ATX Music Magazine
- Soundcheck Magazine
- Vesper Magazine
- Austin Nightlife Magazine
- Austin American-Statesman.

- TELEVISION/RADIO

- KUT
- KVUE
- KXAN

- NON-MEDIA

- Brochures
- Informational packets
- Local businesses

- OBJECTIVES, STRATEGIES TACTICS AND LOGISTICS

GOAL: Demographics has successfully connected, engaged and grown with the community they are in continual contact with, increasing participation in Demographics events.

OBJECTIVE 1: To establish an interactive presence on social-media platforms to engage audience and promote Demographics events, news and activities, as well as at events in person.

EVALUATION: Have a substantial amount of increase in attendees at event and increased amount of followers on online media from when this objective has been implemented to time of evaluation, significant increase in conversations on social media platforms.

STRATEGY: Appeal to target audience via social media and activities.

TACTICS:

- Be engaging online. Reply to queries, share news worthy articles, share Demographics activities.
- Online contests
- Prizes for those who go dressed up
- Develop a fair music request system
- Free swag
- Provide more glowsticks
- Develop official hashtag to use with postings
- Run online contests
- Introduce team at every event.
- Come out to the stage once or twice after event starts to “check” in on crowd.

LOGISTICS:

Cost - \$0 - \$150

Staff - Demographics team, Jackie Sue

OBJECTIVE 2: To create an interest in the Demographics brand, team and activities through media exposure in the Austin metroplex.

EVALUATION: Have content promoted online or traditionally.

STRATEGY: Make Demographics Entertainment visible.

TACTICS:

- Pitch to local magazines, like the ATX Music Magazine. with pre-made articles, feature stories.
- Contact local radio stations, such as KUT, for possible interviews.
- Advertise on local event calendars (i.e. Yelp, Foursquare)
- Contact Austin bloggers to blog or write about Demographics.
- Give restaurants fliers to hang in their businesses in exchange for putting their logo. somewhere during our events.
- Give out gift cards from specific partners.
- Have them participate in our events.

LOGISTICS:

Cost - \$0

Staff - 1 - 2 team members can be in charge

OBJECTIVE 3: To establish a working team.

EVALUATION: Have a committed team running Demographics' tasks successfully.

STRATEGY: Create a team.

TACTICS:

- Layoff current members who don't do anything, or skills aren't compatible with Demographics' goal.
- Select members who have, or will learn, skills.
- Set goals.
- Set specific goals.
- Set objectives.
- Bust the blisters. When problems begin to form, end them.
- Communicate
- Recognize the small accomplishments.

LOGISTICS:

Cost - \$0

Staff - Jackie Sue to pick and choose team members.

TIMELINE

Sept. 17, 2014 - Background research completed.

Sept. 22, 2014 - Sample blog post created.

Sept. 24, 2014 - Fact sheet and backgrounder created.

Sept. 29, 2014 - Digital and traditional news releases created.

Oct. 1, 2014 - Newsletter sample created.

Oct. 15, 2014 - Feature story created.

Oct. 27, 2014 - Flier created.

Nov. 2, 2014 - Survey goes live online.

Nov. 17, 2014 - Promo video created.

Nov. 18, 2014 - Survey data collected.

APPENDIX


-SURVEY

Demographics Event Feedback

Demographics Event Feedback

This is a survey conducted by a third party about Demographics Entertainment for a side research project. Results will be gathered anonymously, and published in a report to be handed to Demographics Entertainment.

1. What is your age?

 SurveyMonkey Certified

☐ 17 or younger

☐ 18-20

☐ 21-29

☐ 30-39

☐ 40-49

☐ 50-59

☐ 60 or older


2. What is your gender?

☐ Female


☐ Male

Other (please specify)

3. In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)

 SurveyMonkey Audience

4. Overall, how would you rate "I <3 K-Pop!" Night?

 Eventbrite Certified

☐ Excellent


☐ Very good

☐ Fairly good

☐ Mildly good

☐ Not good at all

5. How likely are you to recommend "I <3 K-Pop!" Night to a friend?

 Eventbrite Certified

☐ Extremely likely

☐ Very likely

☐ Moderately likely

☐ Slightly likely

☐ Not at all likely

6. How would you rate the venue?

- ☐ Excellent
- ☐ Very good
- ☐ Good
- ☐ Fair
- ☐ Poor

7. How would you improve "I <3 K-Pop Night"?

8. What do you want to see Demographics Entertainment do more of in the future?

9. Is there anything else you'd like to share?

Done