

A laptop screen is shown in a dark, dimly lit environment. The screen displays a data dashboard. At the top, there is a line graph with a blue line showing fluctuations over time. Below the graph, there is a pie chart with a blue and green segment. The text 'Marketing Research: A Novel Playbook for Asian-Pop Artist IP Campaign Strategy' is overlaid in white on the left side of the screen. The laptop keyboard is visible at the bottom right.

Marketing Research: A Novel Playbook for Asian-Pop Artist IP Campaign Strategy

Overview

The traditional IP campaign model, exemplified by Blackpink, relies on **high-gloss conceptual contents released before the tour commences**. A more effective, contemporary approach – championed by artists like New Jeans and G-Dragon – leverages **micro-activations throughout the tour cycle to maintain fan engagement**.

This **micro-activation strategy** ensures **more consistent audience engagement** and drives **higher marketing return on ad spend**. By continuously introducing new “IP moments” throughout the tour, it capitalizes on people’s experience-seeking behavior, giving fans multiple opportunities to invest their time and energy. These activations convert passive interest into active participation, leading fans to eventually resonate with the creative IP.



In traditional tour campaigns, the record label designs the IP strategies, and the artists / KOLs drop the conceptual contents before the first show

Blackpink example

YG Entertainment designs the overarching IP strategies

- **Album Production:** Oversee music recording & mixing and coordinate with producers
- **Album Rollout:** Strategize the song release dates, promotional contents, marketing campaigns to build hype
- **Intellectual Property Packaging:** Design the tour concept, official logo, merchandise, etc.



Blackpink artists and KOLs¹ drop the conceptual contents

- **Artist-Driven Hype:** Create exclusive contents (e.g., TikTok videos) and give press interviews to build anticipation
- **Label-Planned Engagement:** Interact with BLINKs² on different platforms to drive album and ticket sales
- **KOL Promotion:** Local KOLs and fan group leaders develop contents (e.g., dance challenges) to reach specific international demographics

1. Key Opinion Leaders; 2. Blackpink's fan base

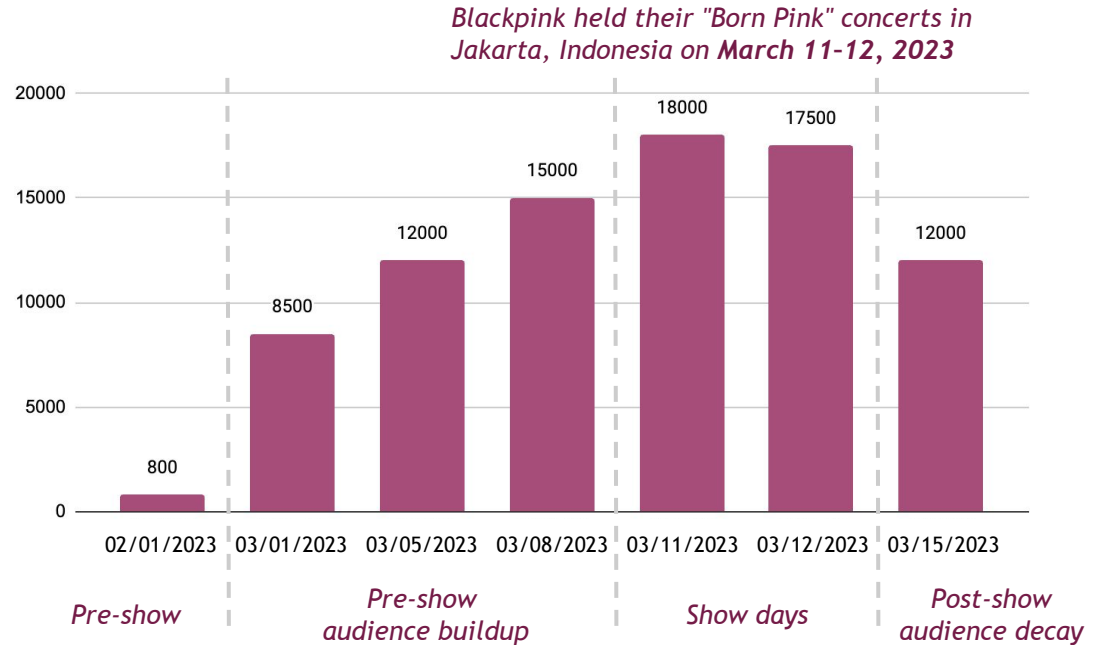
Source: [Blackpink](#); [Blackpink tour data](#)

Blackpink JKT | With front-loaded conceptual contents, audience engagement surges before the shows, but quickly tapers off afterward

Social Media Post Impressions About Blackpink Jakarta (February 2023 - March 2023)

Upon album rollout and before tour commencement, label drops **high-gloss conceptual contents**, effectively leveraging scarcity to maximize audience hype

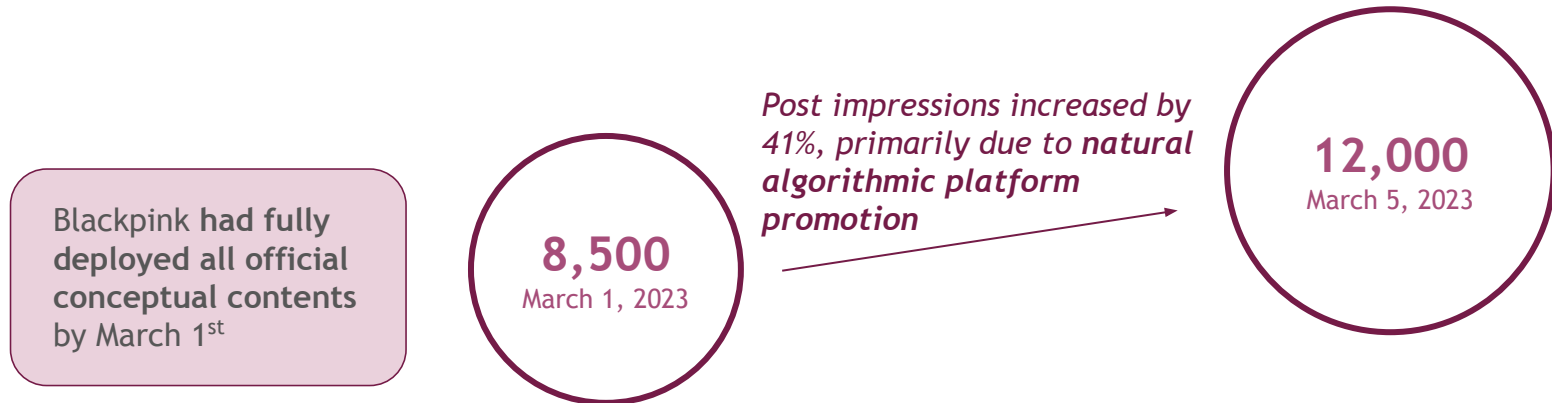
When the tour begins, label **doesn't introduce new concepts**; each region implements localized promotions for ticket sales without changing the underlying concepts



Note: Post impressions refer to social media new posts, reposts, and comments

Source: Web scraping Twitter, TikTok, Instagram, YouTube, #blackpink, #blackpinkjakarta (Viberate Analytics); Rendy Ezra, Raddar data report

Blackpink JKT | Significant post impression potential remains untapped, as Blackpink doesn't generate new conceptual contents after the tour begins



- The maximum achievable post impressions for a similar tour is ~43,000, considering the Gen Z population in Southeast Asia
- Blackpink Jakarta's 12,000 post impressions on March 5th represents only 28% of this potential
- **Front-loading conceptual contents** leads to initial excitement but then passive audience engagements and suppressed post impressions. Without IP conceptual evolution, **fans don't have the motive to engage as consistently**

Blackpink JKT | Blackpink Jakarta yields a low marketing ROAS compared with New Jeans Tokyo and G-Dragon Hong Kong

Blackpink Jakarta has a low marketing ROAS compared with industry benchmarks



Blackpink Jakarta's marketing ROAS barely exceeds industry average (~5x) and is below industry best-in-class (8-10x)

Additionally, this is already Blackpink's second World Tour, so it's an already established IP

New Jeans TKY and G-Dragon HK both have higher marketing ROAS than Blackpink JKT

New Jeans "Bunnies Camp 2024" Tokyo



G-Dragon Hong Kong



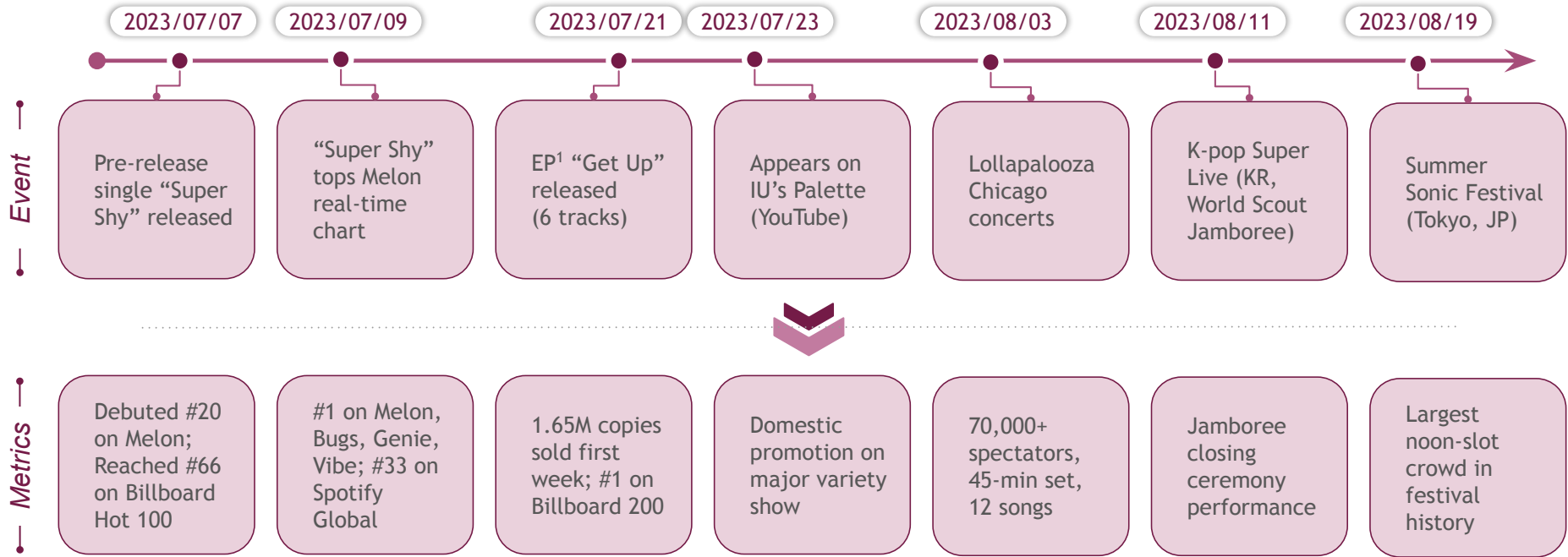
1. Conservative calculations

Note: Marketing Return on Ad Spend (ROAS) = Revenue / Marketing Spend

Source: [Blackpink tour data](#); [Prism](#); [Ticket to Profit: The Financial Anatomy of Concert Shows](#); Data purchased from G-Dragon fan community leaders; [TME Live 2025 Q3 report](#); [Times Entertainment](#); [Star News](#); [Accio](#); [Korea JoongAng Daily](#); [Hybe 2024 Q3 report](#)

While Blackpink favors front-loaded conceptual contents, New Jeans utilizes micro-activations to sustain ongoing fan interest

New Jeans example

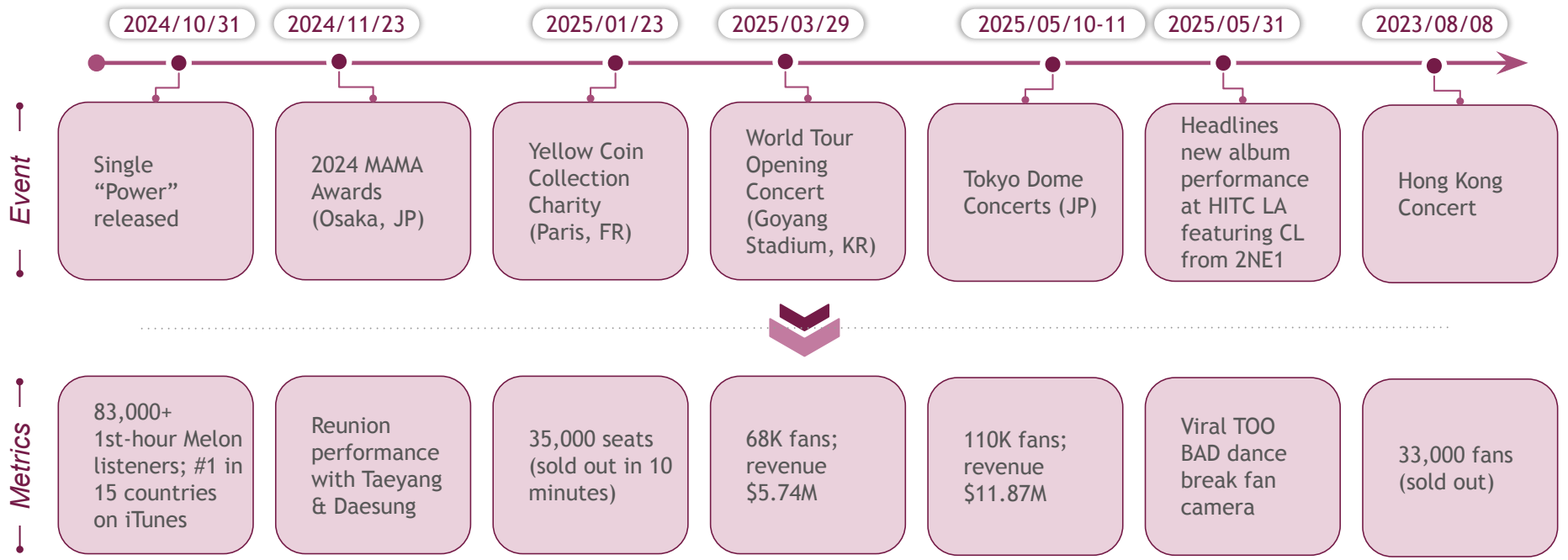


Not exhaustive

1. Extended Play
Source: Internal New Jeans data; [Korea JoongAng Daily](#); [Billboard](#); [Allkpop](#); [Weverse Magazine](#); Soundcharts

Similar to New Jeans, G-Dragon's 2025 World Tour leverages micro-activations to keep fans engaged

G-Dragon example



All G-Dragon 2025 World Tour concerts up to September 14th were completely sold out, which reflects G-Dragon's consistent, active audience engagement and leads to its high marketing ROAS

Not exhaustive

Source: Tencent Music; [Instiz](#); Data purchased from G-Dragon fan community leaders; Viberate Analytics; [G-Dragon 2025 World Tour attendance breakdown, up to 09/14/2025](#)

Conclusion

This research, tracking **three K-Pop intellectual properties** across their full campaign cycles, reveals a successful **“Pool-then-Differentiate” marketing logic**. The **Pooling phase** involves consistently flooding digital platforms with contents over a long campaign (up to a year) to maximize audience reach, where only the experience-seeking people are converted into active fans. The **Differentiation phase** leverages micro-activations, such as 6-7 minute “IP moments” throughout the tour, to give fans multiple opportunities to invest their time and energy, until they resonate with the creative IP. This strategy’s primary value is **achieving and sustaining an optimal level of audience engagement over the campaign duration**, significantly reducing world tour concert promotional marketing spends, as the audience is already primed for high box office conversion.

