

The background of the slide is a high-resolution image of marbled paper or stone. It features intricate, swirling patterns in shades of black, grey, and off-white, creating a complex, organic texture. The patterns flow across the entire frame, with some areas appearing more densely packed with dark veins than others.

Branding with Celebrities

A campaign is worthless unless the
celebrity's value matches that of the brand

Celebrity Branding



Idols

Idols have become very much influential as Chinese “fan economy” hypes up

Actress & Singers

Celebrities’ influence are becoming much more niche – an increasing power of influence over particular consumer segment

Internet Celebrities

Most internet celebrities’ TA is niche – makes vertical conversion more straight forward

FANDOM=FAN+KINGDOM

凭啥我得在角落爱着你
三个人的世界我想挤一挤

成熟的粉丝

=

觉醒的韭菜



WELL AWARE

COMMITMENTS FROM BRAND

WILLINGNESS

IMPROPER HANDLING = TROUBLE



Brand Positioning Map



IKUN 专享5重福利

预定！解锁参与抽奖

10月20日00:00-11月10日22:00 解锁越多，福利越大

1. 预定修护套装，解锁第1档抽奖后，可继续参与第2档和第3档抽奖

坤坤同款



《坤坤morning call》

抽1600份

独家花絮照



《坤式撩人蜜语》

抽1000份

独家花絮照



为坤坤定制淘宝AR视频*

抽100份花絮照

坤坤同款袋鼠扇子(30份)

立即预定

预定满9882件

预定满29882件

预定满49882件

*收到Aussie发膜或精油产品后，打开淘宝扫一扫，扫描产品瓶身，即可“遇见坤坤”

2. 预定精油套装，解锁第1档抽奖后，可继续参与第2档抽奖

坤坤护发小精油



《坤坤眼中最美ikun是你?》

抽1600份

独家花絮照



抽300份花絮照

坤坤同款袋鼠扇子(30份)

立即预定

预定满9882件

预定满19882件

解锁条件：预定Aussie套装或精油，完成任务，解锁对应蔡徐坤福利视频，即可参与抽奖；花絮照为独家实物照片，每份包含2张；详细解锁攻略请往下看哦~



Discover the coexisting labels of idols and brands
KUN's hair volume > Aussie Product > Spark discussion

Provide a large number of KUN's related freebies.
Fans willingly write product reviews to unlock freebies

Fans are the co-founders of Aussie
Fans to take part in the creative development process

VIRAL WITHIN

30 DAYS



Double 11 pre-sale exceeding 1 billion



After Xiao Zhan's reputation in doubt
Olay brand suffers from severe PR risk



Olay boycotted by fans

From 玉兰油 to 土三由

Controversy startles China's Tax authority & more

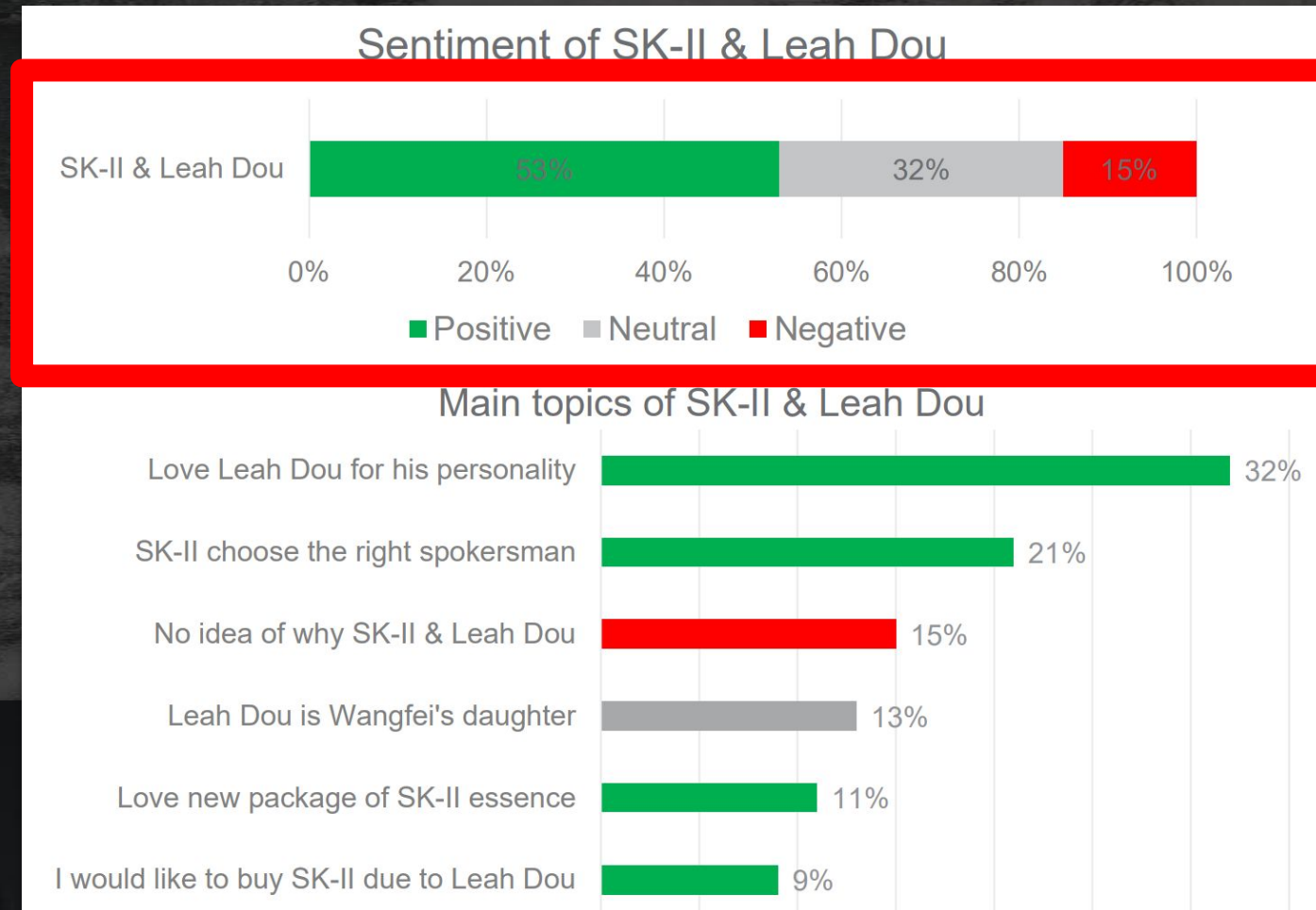


成于粉丝
败于粉碎

SK-II

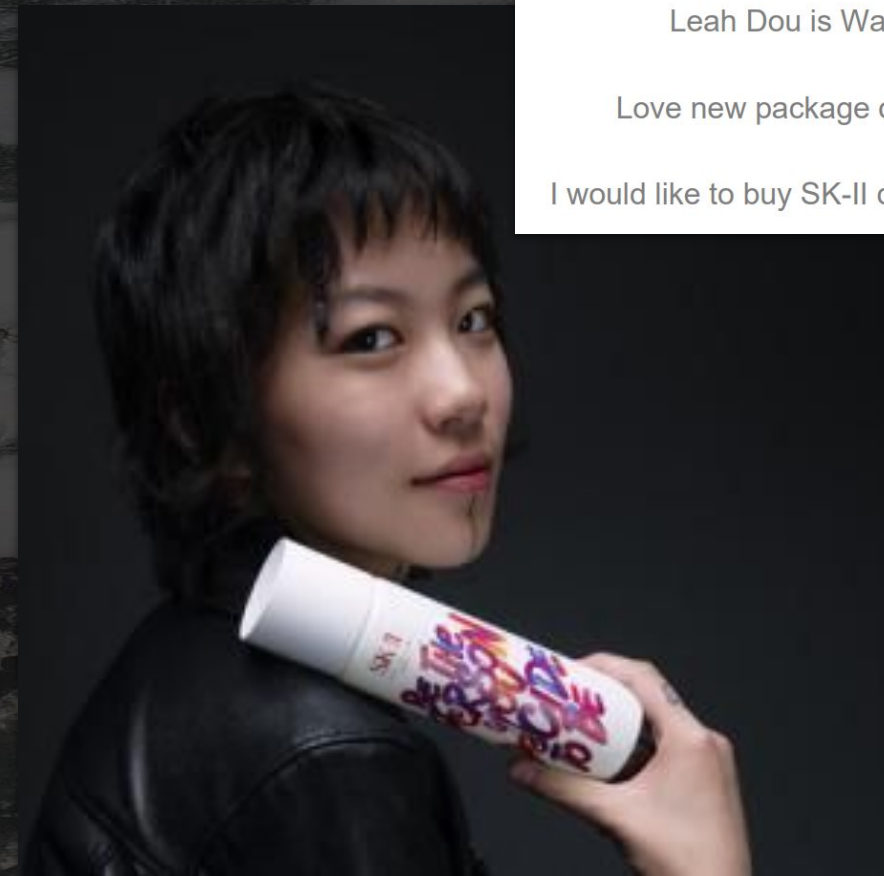
Say No to the Usual Path

SK-II corporates with Leah Dou for #生而由我, 瓶熠心声# which contributed 21% of SK-II social buzz



Trigger Public Discussion

SK-II received many controversial voices on corporation with Leah Dou



“BE THE PERSON YOU DECIDE TO BE”

Observations

1. Idolaters = **UNFAITHFUL + FORGETFUL**
2. **tone** and **audience** matters
3. Just **30%** will be impacted
4. **Lower-middle tier KOL + UGC** because their contents are **genuine** and closely **connected** to their lives



Criticised by Headquarter

Key Takeaways

Initial Stage

Maybe appropriate to collaborate with high-traffic celebrities.

Increased large-scale traffic will reflect on the short-term commercial numbers.

Later Stage

Refine brand tonality to shape brand image, this might require celebrities that align with the targeted brand image.

A well-established celebrity branding tone will contribute to long-term brand prosperity.



得粉丝者，才能得天下

For inquiries and concerns



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Thank you!