

Market & HK.KpopMart Background

Hong Kong K-pop Fan Community:
Primarily connects online with limited physical interaction spaces.
Offline activities include cafe rentals for idol celebrations and themed photo booths.
Gap: No dedicated marketplace for fan merchandise exchange and community building.

HK.Kpopmart is an offline marketplace for Korean idol fans, primarily featuring the sale of fan-made support items and second-hand official merchandise. It also serves as a gathering for fans.



Objectives

Offline Marketplace:
HK.KpopMart is a physical marketplace where fans can buy and sell K-pop merchandise, from fan-made items to official goods.

Cultural Exchange:
HK.KpopMart provides a platform to explore and exchange K-pop culture from various groups, fostering deeper appreciation and understanding.

Fan Gathering Space
The marketplace serves as a central gathering point for fans to connect, share their love for K-pop, and create a sense of community.

Key Message

追星路上的邂逅，會為你帶來改變
"The convergence of K-pop fans makes the change."

Target Audiences

Audience	Description
Korean Idol Fans	Active collectors, concert-goers
Online Store Owners	Sellers of K-pop goods
K-pop Curious Public	New to K-pop, exploring culture

Campaign Flow

HK.KpopMart
Theme and style
Souvenir
Stamp rally

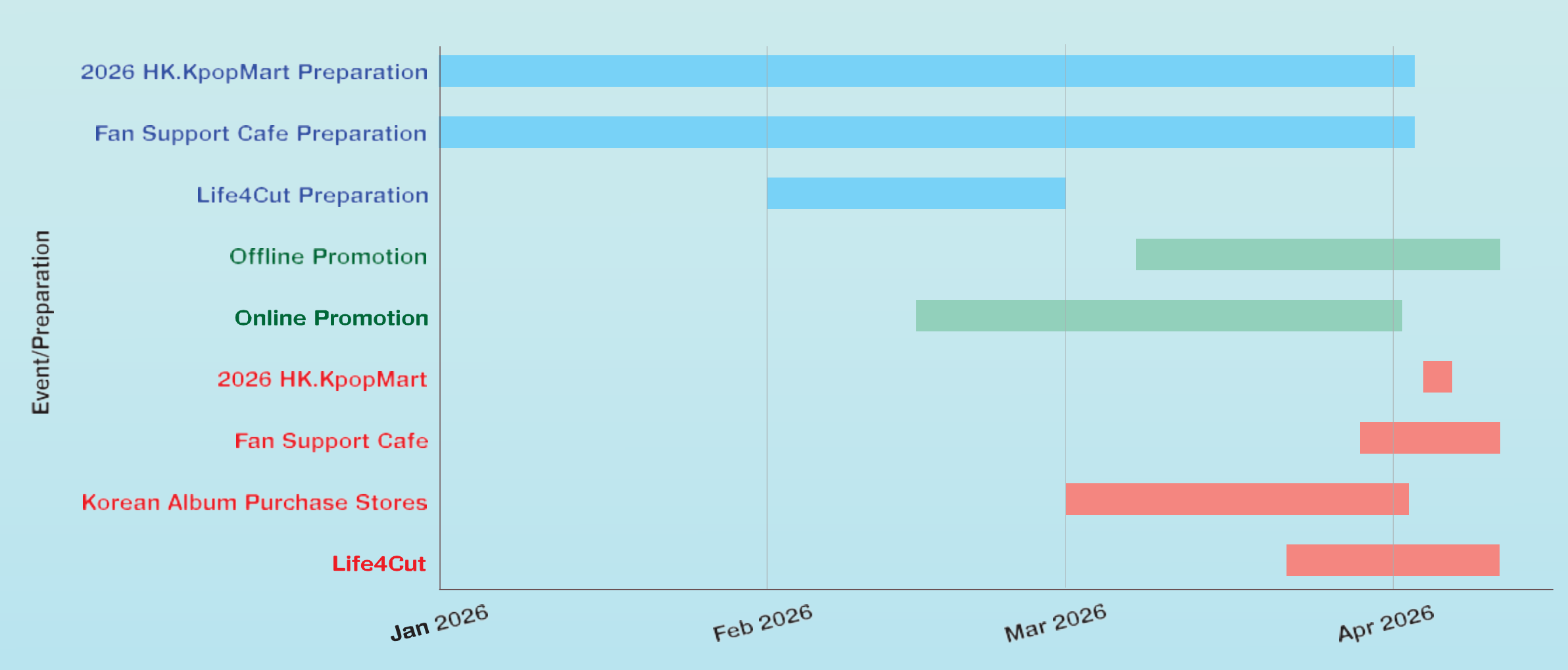
Snapio
Life4Cut photo booth activities
Life4Cut machines set up at the venue

Fan support cafe (Slash)
Sharing on social media with their event entrance ticket
Enjoy a 10% discount on their entire bill at Slash

Korean album purchase stores
Provide proof of a recent Korean album purchase
Share the event on social media
Receive an additional souvenir



Campaign Timeline



Miss KONG Hoi Tung Ruby
BA (Hons) in Digital Advertising
Department of Design and Architecture
Supervisor: Ms Yan WANG, Part-time Lecturer



Case Video

Organizer

Cooperator

Cooperator

Cooperator

Cooperator

Cooperator

Cooperator

Cooperator

Korean album purchase



Deliverables



Media Plan

Online Promotion (15 February-2 April)

Phase	Duration	Key Actions
Acquaintance	1.5 weeks	Vendor recruitment, Snapio "Life4Cut" art contest
Encounter	3 weeks	Slash Cafe collab, album store promotions, trivia contests
Familiarity	2 weeks	Vendor spotlights, floor plan, event reminders



Offline Promotion (8 March-11 April)

Korean album purchase stores post posters (3 weeks)
Bus stop billboards, MTR station billboards (2 weeks)



Social Media Posting Timeline

Mar 14	Mar 16	Mar 21	Mar 23	Mar 25	Mar 28	Mar 30	Apr 1	Apr 2	Apr 3	Apr 4
Vendor Recruitment	Snapio Collab	Slash Cafe Teaser	Slash Cafe Details	Slash Cafe Menu Reveal	Snapio Booth Preview	Album Store Promo	Trivia Contest	Photo Op Preview	Floor Plan Reveal	Event Day Countdown

