



# ANNYEONGHASEYO – HALLYU MARKETING

Korean culture has swept the world, from Korean dramas, movies, K-pop to beauty and cuisine. It has not only made Taiwanese people fall in love with Korea, but has also quietly changed our lifestyle. From "Taiwanese girls" to "Korean girls", the younger generation has been deeply influenced by the Korean wave in terms of dressing, makeup, hairstyle and even aesthetic concepts!

The popular girl group BLACKPINK is the focus of global attention. Its unique style, diverse music and social charm lead the new fashion trend and become the object of imitation by fans. Therefore, this group uses BLACKPINK as the research object to analyze the Korean marketing strategy.

## Marketing strategy in Korea

1. Localized marketing
2. Product placement marketing
3. Database marketing
4. Integrated marketing
5. Internet marketing
6. Word-of-mouth marketing



## Factors of Korean fashion marketing success

1. Government-led integrated marketing across departments and industries
2. Entertainment companies' packaging and unique styles of idols
3. Korean brands create sensory value through immersive experiences to increase customers' purchasing desire
4. High-standard international marketing strategies