

GIRLS ROCK

NEWSTARS 2018

INSIGHT

Korea has a very important cultural export item and that is taekwondo. This unfortunately does not excite girls too much, as taekwondo is not something that they consider an interesting hobby to have. Martial arts seems to be too tough, too boyish for girls and their parents.

OBSERVATION

But Korea has another very important cultural export item which popularity has enormously been growing amongst teenagers of the world. That is K-POP. Korean pop industry makes around 5 billion dollar a year that mainly comes from outside of Korea. With an average 24 billion views on Youtube, 80% of the viewers are not Korean. (Source: Bloomberg, 2017)

The reason behind of this amazing success is that the classical boy-girl K-POP bands cleverly blends the Asian culture and feel with the western pop panels. Ideal for every teenage girl.

The word "KPOP" is written in a playful, bubbly font. Each letter is filled with a gradient of colors: yellow, green, and blue. The letters have a 3D effect with a light blue shadow underneath them, making them appear to float or pop out of the page.



IDEA

In our idea, we would showcase why girls should start taekwondo at SHEEEA through K-POP.

We would create the worlds first K-ROCK song, with a special taekwondo dance choreography. Because in 2018 it's no longer a question that girls rock.

INTERACTIVE ONLINE VIDEO

We would create the K-ROCK version of the very iconic song Gee from Girls' Generation. We would also recreate the video for this very iconic bubblegum song by re-enacting the same video, but with taekwondo moves this time. We are kicking it up a notch.

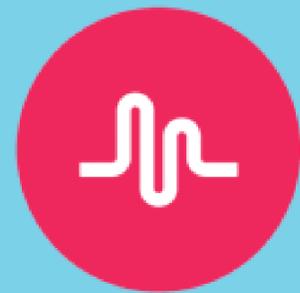
For a limited time users can interact with this song on Youtube by pressing their S button on their keyboard (on mobile they can switch with shaking their mobile) therefore they can switch in between the normal and rock version.



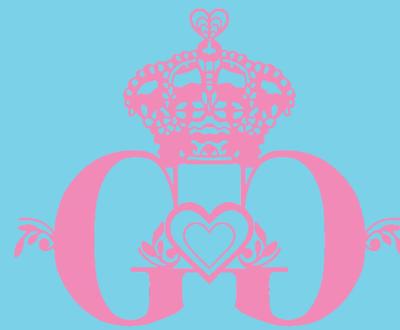
MUSICALLY CAMPAIGN

On musically we would asks girls to make their own version of the song, as this platform is very popular amongst 6-14 years old. The only rule is to incorporate at least one taekwondo move into their video that they seen in the rock version.

The winner gets to meet Girls' Generation as well as gaining world fame and SHEEEA lessons.



musical.ly



INTERACTIVE ONLINE VIDEO 2

The world fame comes with this phase of the campaign. After the musically campaign, we would release the rock version of the song on Youtube, where users can interact with the song again, by pressing their S button on their keyboard. Now they can switch in between the rock version, and their own uploaded videos.

By sharing this on Facebook and other social media sites, users can tag themselves in the videos, therefore sharing the video away.

INSTALLATION

As part of the campaign, we would place a special dance arcade machines outside of popular places for teens, where you have to dance away to our K-ROCK song. The special edition K-ROCK dance machine has some tricks to it, and that is to have extra steps higher than usual, so users have to use some taekwondo kicks.



THANK YOU!

