



**BTS X MINDCAFE KOREA**

**#IDOLNOTIDLE**

MEMUNAT JUMOKE  
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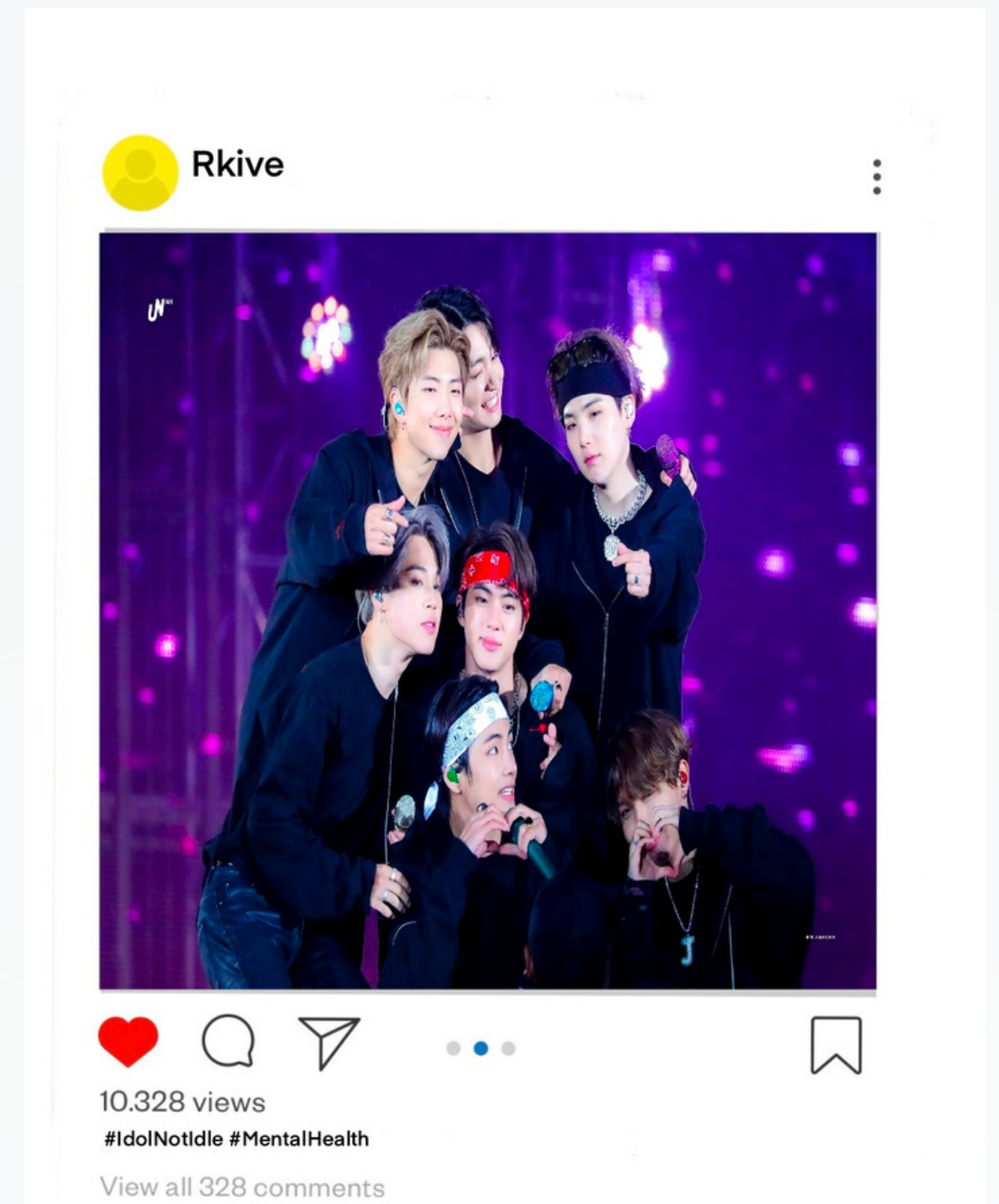
# INTRODUCTION



South Korea faces unique challenges in mental health, especially among public figures like K-pop idols and celebrities. The stigma surrounding mental health issues further complicates the situation, discouraging open discussions and seeking help. Asian cultural values typically emphasise collectivism and emotional interconnectedness; people are urged to follow societal norms and expectations, prioritise family needs and concerns, exhibit filial piety, and perform exceptionally well academically and professionally (Him, H. 2021). The pressure to conform to societal standards often leaves individuals feeling isolated. Despite efforts to destigmatise mental health, the journey towards acceptance remains a delicate balance between personal well-being and societal expectations. Korean society has a significant misunderstanding about depression and suicide attempts. (Park, S. et al, 2015) High suicide rates among K-pop stars highlight the urgent need for increased awareness, mental health support, and the dismantling of stigmas.

# WHY BTS?

The highly regarded K-pop group BTS is famed for their genuineness, socially conscious lyrics, and steadfast dedication to creating a positive influence. The message and content of BTS creatively explore peer support, lived experience, self-compassion, vulnerability, and the healing process from the members' points of view. These topics naturally arise from the members' experiences and personal and artistic growth (Blady, 2021). The campaign's goals perfectly align with BTS's emphasis on mental health issues in their songs and charitable activities. As celebrities who have successfully navigated the entertainment industry's demands, BTS personifies resilience, sensitivity, and a commitment to de-stigmatising mental health. (Hermanto and Salindeho, 2021).

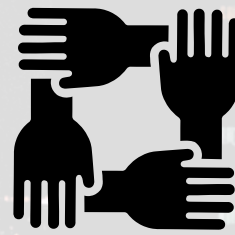




# MARKET ANALYSIS

Growing concern over the mental health of idols and the need for a more empathetic public stance. There have been sad cases of Idols choosing to take their own lives because they were unable to deal with societal pressures and expectations of perfectionism. A societal phenomenon known as the Werther effect occurs when socially significant celebrities commit suicide, which leads to an upsurge in copycat suicides (Kim, L. et al., 2023). People in South Korea are emotionally traumatised and under pressure when they witness the members of their beloved idol groups take their own lives because they look up to them for solace during difficult times. (Beteta, 2020). The campaign primarily tackles a moral and social angle by emphasising the need for empathy and understanding of idols' mental health struggles.

# PESO



## POLITICAL

The campaign aims to align with mental health policies and objectives, leveraging government support while navigating potential bureaucratic hurdles and cultural and societal norms.



## ECONOMIC

The entertainment industry can secure financial support for mental health causes, while BTS's global popularity can attract corporate sponsors. Challenges include balancing financial support with campaign authenticity during challenging economic periods.



## SOCIAL

The study suggests using BTS and K-pop's social influence to raise awareness and change societal attitudes towards mental health in South Korea while also navigating cultural sensitivity and potential backlash from conservative groups.



## TECHNOLOGICAL

The Instagram Live series can leverage technology for real-time global audience engagement and AR experiences.

# WHY IS THIS CAMPAIGN IMPORTANT?

## High Suicide Rates in the Entertainment Industry

As a result of obstacles like stigma, a lack of privacy, and hectic schedules, K-pop singers currently receive little to no mental health support. (Mysyk, 2023). The campaign aims to tackle mental health issues in the industry by offering a platform for individuals to share their experiences and provide support resources.



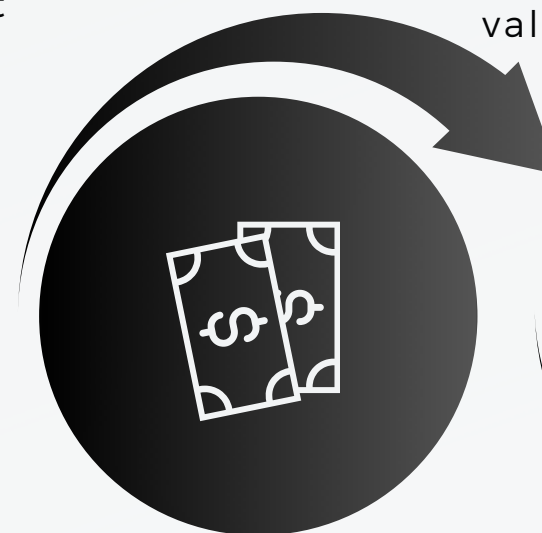
### Addressing Stigma

The campaign seeks to break down the existing stigma surrounding mental health, encouraging open conversations and fostering a more supportive environment.



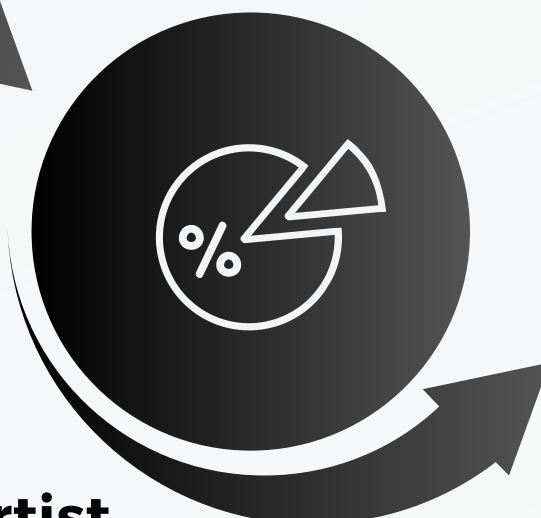
### Influence on Fan-Artist relationship:

By promoting mental health awareness, the campaign helps create a healthier fan-idol relationship and contributes to the emotional well-being of the fan community.



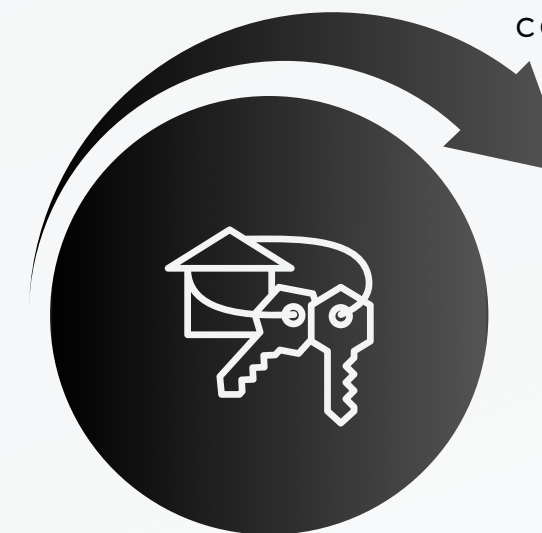
### Educational Initiative:

The campaign addresses the lack of awareness about mental health issues and resources in South Korea by providing accurate information and connecting individuals to valuable resources.



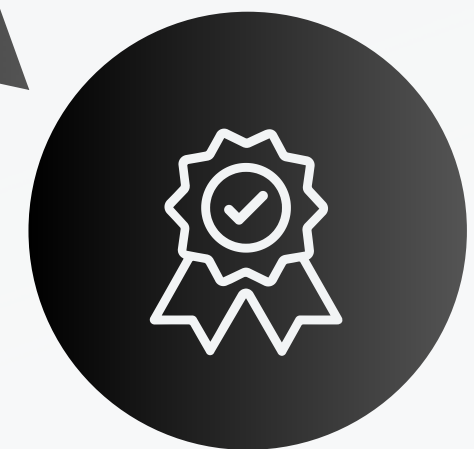
### Advocacy for Industry Change:

The campaign advocates for a shift in industry practices, encouraging entertainment agencies to prioritise the mental health of their talents and implement support programs.



### Promoting Empathy and Understanding:

The campaign aims to promote empathy and understanding towards public figures, highlighting their humanity and vulnerabilities and encouraging the public to treat them with compassion rather than judgment.



# CAMPAIGN IDEA

The campaign, "#IdolNotIdle," is about raising awareness of the mental health challenges public figures in Korea face, particularly K-pop idols and actors in the entertainment industry and encouraging empathy and support from the public. This campaign aims to raise awareness about the topic and create long-lasting solutions to help Idols cope with the intense nature and expectations of the industry. Core Message: The core message is "We Are Idols, not Idle," emphasising the shared humanity between idols and their fans and their commitment to making a difference. It encourages compassion, empathy, and a shift in public perception.

## Objective 1

**De-stigmatise:** humanise mental health struggles and reduce the stigma associated with seeking help.

## Objective 2

**Inspiration:** Offer inspiration and hope through real, relatable stories of resilience

## Objective 3

**Awareness:** Raise awareness about the importance of mental health within the entertainment industry and beyond, encouraging empathy and providing resources for mental health support for idols.

# CAMPAIGN GOALS

Increase conversation around the importance of idol mental health in South Korea.

**SPECIFIC**

**MEASURABLE**

Increase ease social media engagement by 70% within six months through emotionally resonant content and endorsements from BTS and other people in the entertainment agency.

Partner with mental health organisations to put in adequate measures to help idols, such as therapy services provided by all agencies.

**ACHIEVABLE**

**RELEVANT**

Secure commitments from at least five major entertainment agencies to prioritise mental health support programs for their idols within one year.

Encourage policymakers to create laws catering to idol mental health.

**TIME  
BOUND**





# BUYER PERSONA 1

## Jisoo

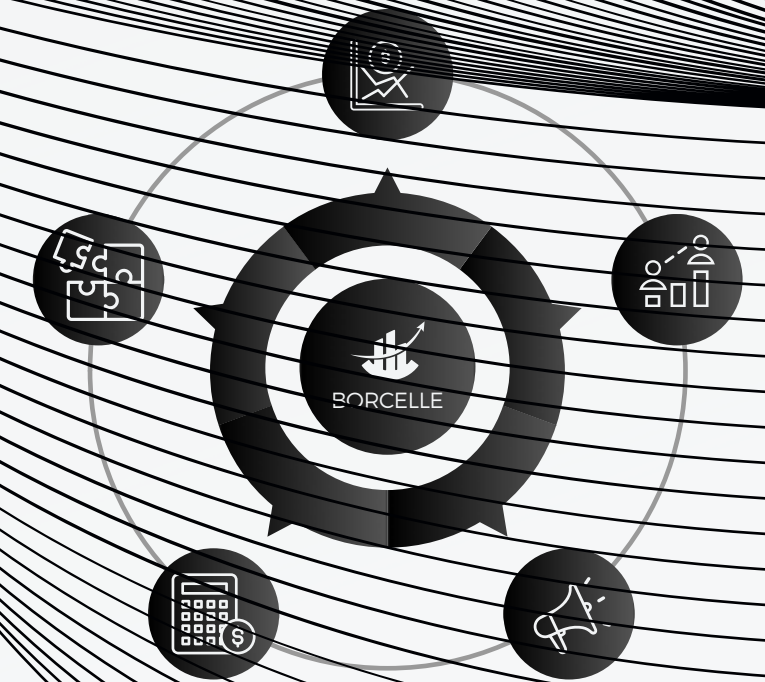
Jisoo, a 24-year-old Seoul, South Korea resident, is a devoted follower of K-pop. She firmly attaches to BTS, her favourite idols. Jisoo uses several social media sites, mainly Instagram and Twitter. She is passionate about advocating for the mental health of her heroes and values mental health. Jisoo is receptive to projects advocating constructive changes in the industry and frequently participates in fan campaigns. A wide range of fervent people who support and idolise celebrities. Genuineness, compassion, and the campaign's ability to create a more accepting and encouraging community of mental health. Appreciate openness, sincerity, and projects that prioritise their heroes' welfare. She loves interacting with material that promotes community and a wide range of enthusiastic people who respect and encourage her. by engaging in significant fan campaigns. Supporting the mental well-being by fighting for a fan base that is more understanding and sympathetic.

## How to reach her

Using trending hashtags on social media sites such as Instagram and Twitter and working together with popular influencers that the fan base finds relatable.

## Media Consumption

She regularly visits websites containing K-pop news and consistently monitors idol and fan accounts on social media. She loves to engage in virtual dialogues and forums concerning psychological well-being within the K-pop sector.



# BUYER PERSONA 2

## Minister Kim:

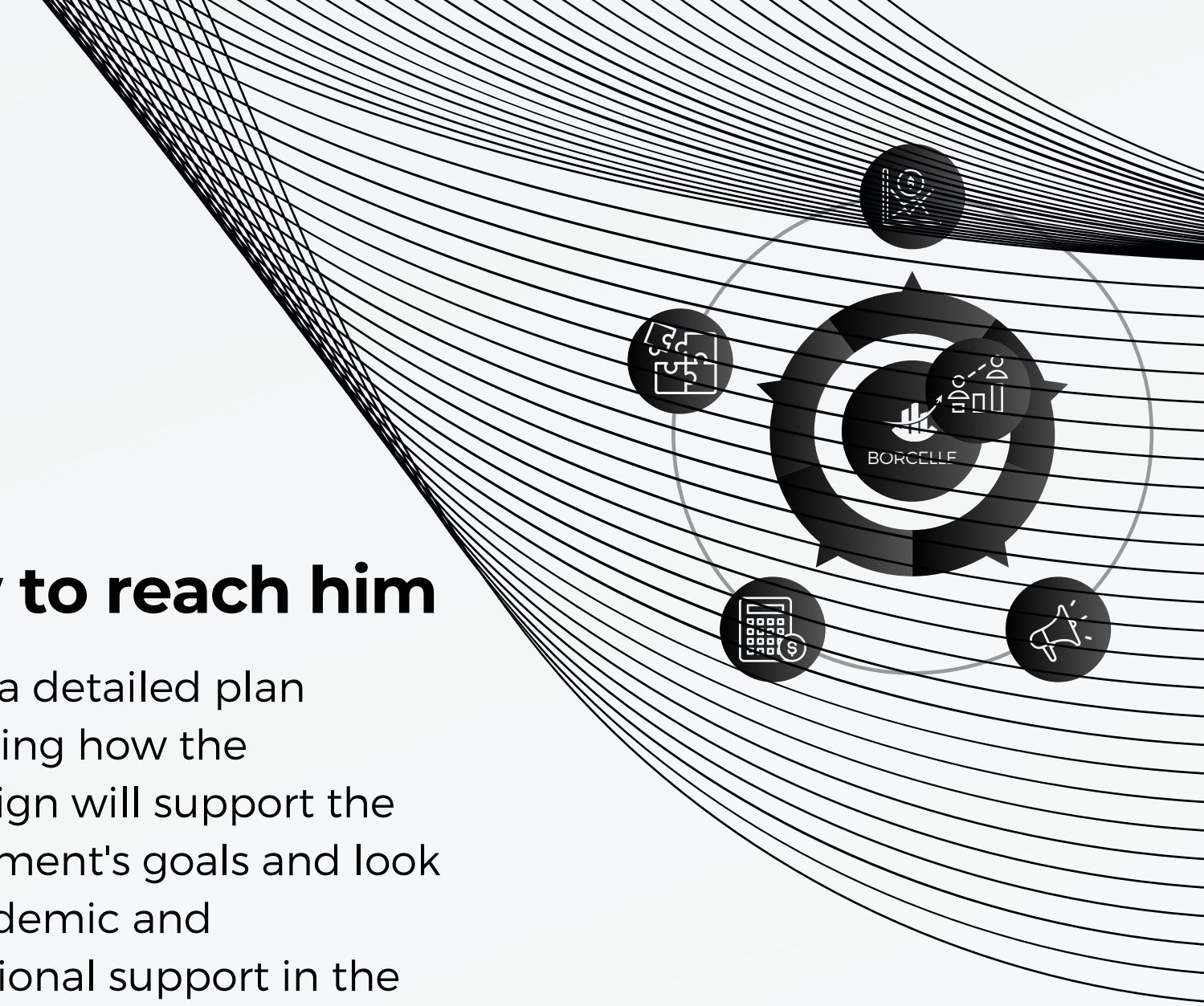
Minister Kim, a 50-year-old government official, oversees South Korea's cultural affairs. As a key decision-maker, Minister Kim is aware of the ways in which the entertainment industry impacts mental health in society. The government is willing to support initiatives aimed at enhancing the cultural environment. Initiatives that forward the objectives of the government and promote positive transformation in the industry pique Minister Kim's interest. It is highly desirable because of its capacity to foster a shift in culture towards a constructive dialogue about mental health, its potential for positive societal impact, and its obvious connection to public health objectives. He appreciates projects that support positive social transformation and are in line with public health issues, enhancing mental health among the general populace. He constantly fights for cultural influences that are constructive while endorsing initiatives that complement governmental goals and improve the public's mental health.

## How to reach him

Create a detailed plan explaining how the campaign will support the government's goals and look for academic and professional support in the field of mental health.

## Media Consumption

Reads research studies and policy briefs while keeping up with news on how entertainment affects culture. He loves to participate in trade shows and conferences.



# CAMPAIGN PHASES



## Video Series

Create a series of intimate video interviews where BTS members and other idols/people in the entertainment industry share their personal experiences with mental health challenges, fostering a sense of empathy and connection.



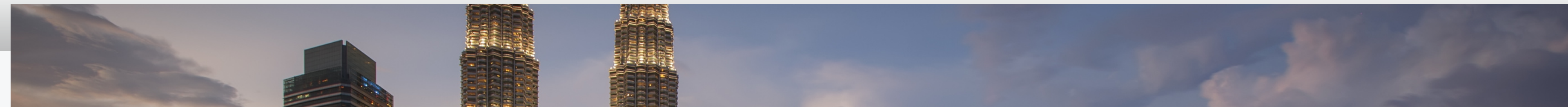
## Instagram Lives

The campaign is launching an Instagram Live series to promote open dialogue about mental health, featuring celebrities and public figures discussing their experiences. The series aims to break down stigmas and inspire positive change in South Korea. Hosted by idols, the series encourages honest discussions on topics like overcoming pressures, seeking help, and creating a supportive environment. Viewers can participate by asking questions and sharing experiences using the hashtag '#IdolNotIdle'.



## Mental Health Concert

BTS performed at a concert for the "IdolNotIdle" campaign, transforming it into a platform for mental health advocacy. The setlist includes songs about well-being and emotional resilience, aligning with the campaign message. All proceeds from the event are earmarked for mental health causes. BTS addressed the audience with a heartfelt speech emphasizing kindness and prioritising mental health discussions, paying homage to idols and actors who have lost their lives to public scrutiny with an AR display.



# STRATEGY

## ● **Storytelling**

A story-based strategy is an evolving approach that builds a sense of community, emphasising shared experiences, community and togetherness to achieve social change (Reinsborough & Doyle, 2017). Share stories of idols' struggles and triumphs on social media, highlighting their humanity and resilience.

## ● **Social Media**

Using internet technologies allows quicker, cheaper, controlled and more convenient activism. It will enable engagement from multiple social media apps and expand the conversation (Earl and Kimport, 2011). An example is hashtags like "#IdolNotIdle," A campaign-specific hashtag to encourage supporters to share empathy, understanding, and support messages.

## ● **Audience Engagement**

The campaign will utilise social media and in-person events to engage the target audience, involve the community in planning, and proactively address concerns.

## ● **Community Building**

Fostering a supportive online community around mental health.

## ● **Education**

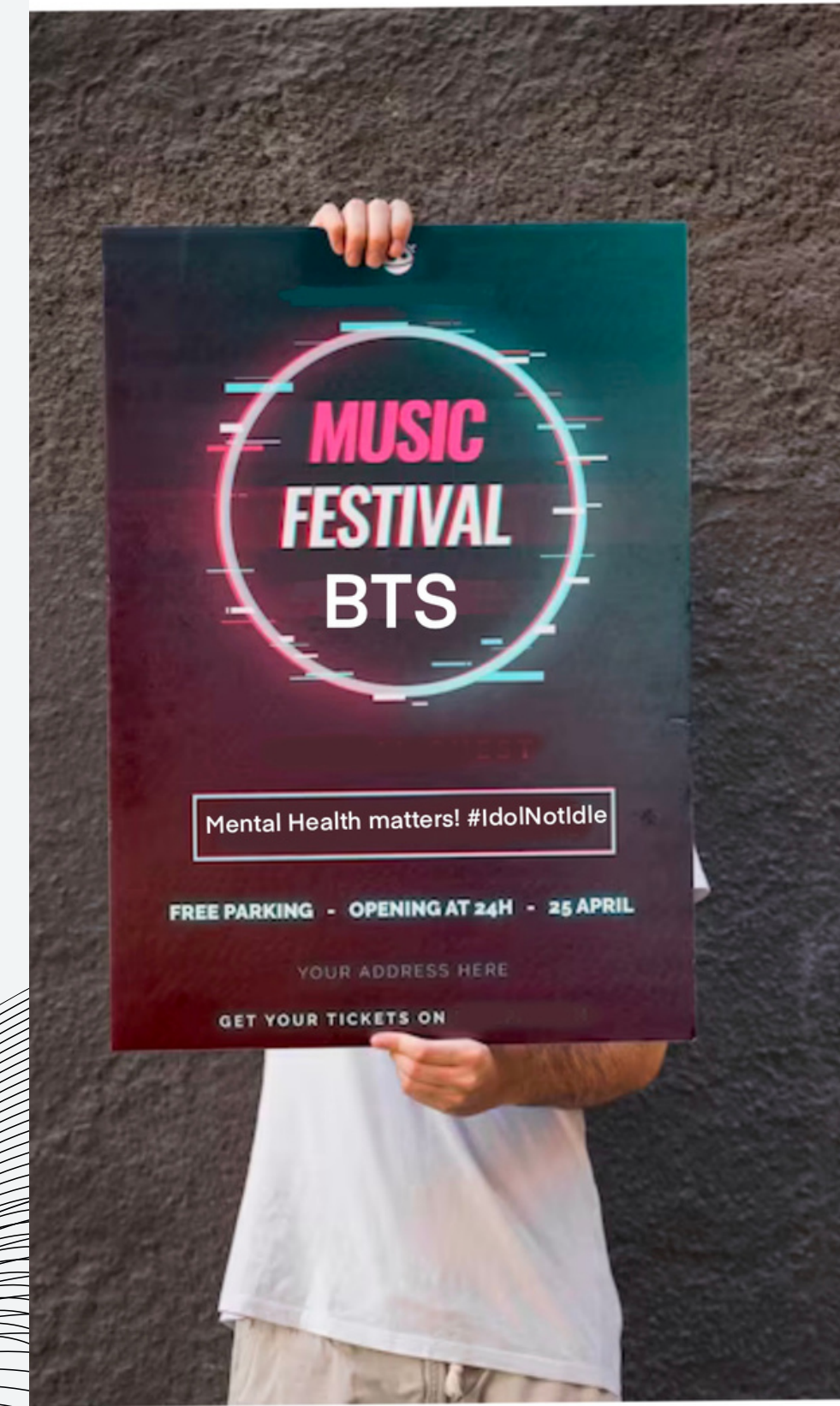
Providing valuable insights and resources for viewers seeking information. Influence: Encouraging other public figures to join the conversation and share their stories.

## ● **Empathy and Support**

Adopt a compassionate and supportive tone in all campaign materials. Emphasise that the goal is to foster understanding and compassion rather than focusing solely on the challenges.

## ● **Emerging Technology**

This campaign features the use of AR visuals during the event phase of the campaign, which helps to stay in the wave of new technology



# OPPORTUNITIES AND THREATS

## OPPORTUNITIES

### ✔ Collaboration with Experts

Partner with mental health experts and organisations to ensure that the campaign's messaging is informed, sensitive, and aligned with best practices in mental health.

### ✔ Educational Components

Include educational components in the campaign to raise awareness about mental health, dispel myths, and reduce stigma. Providing accurate information can contribute to a more positive public perception.

### ✔ Engagement with Cultural Influencers

Leverage the influence of K-pop idols and celebrities respected in Korean society to support and champion the campaign. Their involvement can positively shape public opinion.

### ✔ Interactive Platforms

Create online and offline interactive platforms where fans and the public can share their thoughts and experiences in a safe and supportive environment. This can facilitate open conversations.

## THREATS

### ✔ Cultural Sensitivity

Conduct in-depth research on the cultural nuances and sensitivities surrounding mental health in Korea. Understanding the cultural context is crucial for crafting messages that resonate positively.

### ✔ Preparedness for Crisis Communication:

Develop a comprehensive crisis communication plan in case negative media coverage arises. Be prepared to address concerns, correct misinformation, and reinforce the campaign's positive objectives.

### ✔ Media Literacy:

Provide media training for campaign spokespeople, ensuring they can handle sensitive questions and positively convey the campaign's message.

# MEDIA PLAN



## **Social Media Platforms:**

Leverage the immense reach of platforms like Instagram, Twitter, and Facebook to disseminate campaign messages, share resources, and engage with the audience. Daily posts with campaign updates, mental health facts, and inspirational content.

## **Online Forums and Communities:**

Tap into existing online communities and forums to facilitate discussions and share resources. Collaborate with fan forums, mental health forums, and parenting communities. Host virtual events and webinars on mental health topics.

## **Traditional Media:**

Secure coverage from mainstream media to reach a broader audience and legitimise the campaign. Press releases and media kits for distribution to newspapers, magazines, and television stations.

## **Entertainment and K-pop Blogs:**

Leverage influential bloggers to generate positive coverage and insights into the campaign. Outreach to prominent entertainment bloggers for exclusive interviews and feature articles.

## **Podcasts and Radio Shows:**

Capitalise on the popularity of podcasts and radio to reach diverse demographics. Guest appearances on relevant podcasts discussing mental health and the campaign.

# MEASURING EFFECTIVENESS



Measuring the campaign's success requires a comprehensive approach, considering both quantitative and qualitative metrics.

## **Social Media Engagement:**

Monitor likes, shares, comments, and overall engagement on social media platforms where the campaign is promoted. Increased interaction indicates heightened awareness and engagement within the target audience.

## **Donation Amount and Impact:**

Measure the total funds raised during the BTS concert and subsequent events. The donation reflects the campaign's tangible impact on supporting mental health causes.

## **Audience Participation & Online Community Growth:**

The expansion of online mental health groups, which indicates greater awareness and continuing conversations, and audience engagement in events like live sessions and hashtag usage are used to determine the campaign's success.

## **Livestream Viewership:**

Track the number of viewers during live events, especially during the Instagram Live series and the BTS concert. High viewership signifies the campaign's reach and effectiveness in capturing the audience's attention.

## **Entertainment Agency Commitments:**

Assess the number of entertainment agencies committing to implementing mental health support programs. Agency commitments indicate a positive shift in industry practices and the campaign's influence.

## **Media Coverage:**

Evaluate the extent and tone of media coverage the campaign receives from news outlets and entertainment publications. Positive media coverage contributes to a broader reach and reinforces the campaign's message.

## **Industry Conversations:**

Monitor industry discussions and policy changes related to mental health. Positive industry practices and attitude shifts contribute to the campaign's long-term success.

## **Web Traffic and Resource Utilisation:**

Increased web traffic and resource utilisation indicate a successful dissemination of information.

## **Post-Campaign Sentiment Analysis:**

Analyse sentiment in post-campaign discussions on social media and other platforms. Positive sentiment would suggest a lasting impact and a positive perception of the campaign.

# TIMELINE





# AMEC FRAMEWORK

					
 <span style="margin-left: 200px;">HOME</span> <span style="margin-left: 20px;">FRAMEWORK</span> <span style="margin-left: 20px;">SUPPORTING MATERIAL</span> <span style="margin-left: 20px;">TUTORIAL</span> <span style="margin-left: 20px;">RESOURCES</span> <span style="margin-left: 20px;">CONTACT</span> <span style="margin-left: 20px;">AMEC WEBSITE</span>					
PREPARATION	ALIGN OBJECTIVES		INFORM & PREPARE COMMUNICATION		
	ORGANISATIONAL OBJECTIVES	COMMUNICATION OBJECTIVES	TARGET AUDIENCE	STRATEGIC INPUTS	
	<p>The objective for this campaign is to start conversations about mental health and help people understand/ sympathise with idols.</p>	<p>Secure commitments from at least five major entertainment agencies to implement mental health support programs for their idols within one year.</p> <p>Increase public awareness of idols' mental health challenges by 40%</p>	<ol style="list-style-type: none"> <li>1 Kpop fans</li> <li>2 Kpop agencies</li> <li>3 The Media</li> <li>4 Policy makers</li> </ol>	<p>Social media</p> <p>Financial resources</p> <p>Collaborative partnerships</p>	
IMPLEMENTATION	IMPLEMENT	MEASURE ACTIVITY	AUDIENCE RESPONSE & EFFECTS		ORGANISATION & STAKEHOLDER
	ACTIVITIES	OUTPUTS	OUT-TAKES	OUTCOMES	ORGANIZATIONAL IMPACT
	<ol style="list-style-type: none"> <li>O Launch social media campaigns using the hashtag</li> <li>E Collaborate with media outlets for interviews and PSAs.</li> <li>O Engage in direct outreach to entertainment agencies for commitments.</li> </ol>	<ol style="list-style-type: none"> <li>P Campaign billboards and posters</li> <li>O Engaging and informative posts on various platforms.</li> <li>E Interactive sessions on mental health for idols and fans.</li> <li>S Media content featuring BTS, idols, and mental health experts.</li> <li>P Video campaign materials</li> </ol>	<ol style="list-style-type: none"> <li>1 Increased public engagement</li> <li>2 Positive media coverage</li> <li>3 Widespread show of support</li> </ol>	<ol style="list-style-type: none"> <li>1 Public acknowledgment and understanding of idols' humanity and mental health challenges.</li> <li>2 At least five entertainment agencies implementing mental health support programs.</li> <li>3 Reduction in the scrutiny towards idols in terms of weight gain, performance mistakes</li> <li>4 Stronger actions taken against bullying and invasion of privacy against idols</li> </ol>	<ol style="list-style-type: none"> <li>1 Establishing a culture of empathy and support within the entertainment industry and among fans.</li> <li>2 Agencies adopting and sustaining mental health programs for idols.</li> <li>3 Elevating the profile of UNICEF and BTS as advocates for mental health awareness on a global scale.</li> </ol>
		MEASUREMENT & INSIGHTS			

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