

The Influence of Event Planning on Fan Attraction in the Comeback Period: A Case Study of ENHYPEN

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Abstract:

Based on the review and analysis of the existing research, this paper deeply discusses the influence of event planning on fan attraction during the return of idol groups, taking ENHYPEN as a case to elaborate. By combing the theoretical framework, the correlation between event planning and fan interaction is clarified, and its important role in enhancing fan stickiness and enhancing group image is revealed. It finds that innovation and participation of event planning are the key factors affecting fan attraction, and the use of social media platforms has become a powerful tool to amplify this effect. This paper further analyzes ENHYPEN's activity strategies in the regression period, including online live broadcast, fan meeting and interactive content creation, etc. These strategies not only enhance the emotional connection of fans, but also effectively enhance the market influence of the group. Through the data analysis of fan feedback and participation, this paper verifies the significant enhancement effect of event planning on fan attraction, and points out the direction of future research, that is, how to achieve sustainable development of event planning while maintaining creativity and individuation, to continuously attract and maintain fans. In short, this paper systematically demonstrates the positive impact of event planning on fan attraction during the return of idol groups through a combination of theory and demonstration and provides valuable reference and inspiration for the industry.

Keywords: Korean group comeback; event planning; marketing strategies.

1. Introduction

In the dynamic landscape of K-pop, idol groups often

engage in strategic activities during their comeback periods to maintain and expand their fan base. The comeback period is a critical juncture for any idol

group, marking the release of new music and content, and it requires meticulous planning to ensure success [1]. Among these groups, ENHYPEN, a rising star in the K-pop scene, has demonstrated exceptional prowess in leveraging event planning to enhance fan attraction. This paper delves into the background and significance of studying how event planning impacts fan attraction during comeback periods, with a specific focus on ENHYPEN.

In this research, information is collected through an online questionnaire announced on different platforms. To measure the attitude of fans towards this comeback, several questions asking about the degree of involvement or satisfaction and any suggestion or complaints was used. Moreover, ten fans with various degree of participation were interviewed.

ENHYPEN, formed through the reality survival program “I-LAND,” made its debut in 2020 under the auspices of HYBE Corporation. The group’s unique formation process and subsequent rise to fame have garnered significant attention, making them an ideal subject for exploring the influence of event planning on fan engagement. ENHYPEN’s diverse musical style, coupled with the members’ multifaceted talents, has contributed to their popular-

ity among fans worldwide. However, beyond their artistic merits, the group’s strategic approach to event planning during comeback periods has played a pivotal role in their success.

The comeback period presents both opportunities and challenges for idol groups. It is a time when expectations are high, and competition within the K-pop industry intensifies. Event planning during this phase must be innovative, engaging, and tailored to foster deeper connections with fans. ENHYPEN has excelled in this area by orchestrating a series of events that not only promote their new releases but also create meaningful interactions with their audience. From online live streams and interactive content creation to fan meetings and concerts, the group’s strategies have been designed to enhance fan loyalty and broaden their reach [2].

2. Research Findings and Discussion

The full schedule of ENHYPEN’s latest comeback and the release of the album ROMANCE UNTOLD is as follows (Table 1):

Table 1. The schedule during comeback period of ROMANCE UNTOLD

6.16	Release the comeback announcement
6.17	Release of album pre-sale announcement
6.22	Announcement of Offline Movie-watching Activities (artists participated)
7.12	Announcement of Return to showcase (including official merchandise sale)
7.13-21	Offline pop-up store (fans participate through randomly raffle)
7.16	Weverse online fan-signing
7.17	Apple Music offline fan-signing
7.18	Yes24 offline fan-signing
7.19	Music Korea offline fan-signing
7.20	M2URecord offline fan-signing
7.25	withmuu offline fan-signing
7.31	Blue Dream Media offline fan-signing
8.1	Jumpup ent offline fan-signing
7.12-14 7.18-20	KBS MBC MnetMCOUNTDOWN stages prerecording (fans participate through randomly raffle)
7.21	SBS Song Wars (comeback tracks performance included)
8.3	Yizhiyu online fan-signing 1.0
8.3	Yizhiyu Qingdao offline fan-signing
8.12	Japan Hi-Touch event
8.14	Japan online fan-signing round 1
9.3	Japan online fan-signing round 2
9.4	Yizhiyu Beijing offline fan-signing

9.13	Yizhiyu online fan-signing 2.0
9.22	Yizhiyu online fan-signing 3.0
9.24	Yizhiyu online fan-signing 4.0
9.26	Yizhiyu online fan-signing 5.0
9.28	Yizhiyu online fan-signing 6.0

The strategic marketing approach employed by BELIFT, the company to which ENHYPEN is affiliated and a subsidiary of HYBE, offers valuable insights into the dynamics of contemporary music promotion. The release of music video, which is the most important part that can demonstrate their competence, is an efficient way to attract fans. The pre-release strategies implemented serve to cultivate anticipation among fans, generate media attention, and stimulate discourse within the fan community. The pre-sale of albums effectively heightens consumer desire and facilitates a more accurate targeting of fan purchase intentions through the introduction of various album editions.

The showcase performance not only features the group's new tracks but also include special stages where members perform songs from other renowned groups, such as EXO and RIIZE. This cross-repertoire performance strategy is designed to create engaging topics for discussion, thereby enhancing both media and public attention surrounding the group. Additionally, the establishment of pop-up stores provides fans with a distinctive shopping experience, fostering increased interaction and promoting sales of mer-

chandise.

Moreover, the organization of multiple online and offline fan-signing events across diverse platforms is intended to boost album sales while simultaneously enhancing the emotional connection between artists and their fans. The strategic planning of pre-recording sessions for various music shows aims to promote the new album effectively, thereby increasing the exposure of the comeback tracks. During the whole comeback period, members of ENHYPEN sent posts in Weverse (an official platform where artists can share their selfies, daily pictures and so on) to set up a connection between fans and them. This kind of online presence can promote their professional careers and activities, aiming to enhance their public image and attract a wider audience [3].

A questionnaire of fans of ENHYPEN gathered the following data. A total of 258 valid questionnaires were collected, aiming to explore the relationship between fans' participation and satisfaction in this return activity. The following table 2 was obtained by analyzing the data from the questionnaire.

Table 2. Statistics of participation rate and satisfaction degree during comeback period

Participation rate of Satisfaction	0	0-50%	50%-100%
Very satisfied	20	6	3
Satisfied	47	51	42
Not very satisfied	9	11	64
Not satisfied at all	1	0	4
Degree of satisfaction	87%	84%	44%

Also, the feedback collected through questionnaires distributed on different platforms indicates that fans who only participate in online activities such as listening to songs and viewing music videos are with a high level of satisfaction. Initially, the demo clip received mixed reviews; however, fan sentiment shifted positively following the release of the complete track.

Nevertheless, the scheduling of events has raised concerns regarding its feasibility. From the table, it can be clearly found that when the engagement of fans gradually increases, the satisfaction decreases. This shows that there are still many shortcomings in the planning of the event,

which cannot be remedied by the high level of participation. A fan who participated in the whole comeback mentioned in an interview: Although it is their job, such intensive activities are actually bad for both sides, fan-signing is very, very expensive, and the price of each show is not low, in fact, there are very few people who can afford such entertainment life, I hope the company can realize this point [4]. The density of fan-signing events and the overall event schedule may lead to a diffusion of both time and energy, potentially affecting the engagement levels of both fans and artists. While increasing opportunities for fan interaction, an overly intensive schedule can result

in artist fatigue, thereby diminishing the overall appeal of the events.

In light of interviews conducted with several fans involved in the comeback, notable grievances have been expressed regarding the timing of pre-recording sessions and the selection process for raffle winners. Specifically, the scheduling of pre-recording events at late hours poses challenges for many fans' participation. Furthermore, the observation that raffle winners predominantly consist of Korean participants raises concerns regarding the equitable access of international fans to such events. Nevertheless, the scheduling of events has raised concerns regarding its feasibility. The density of fan-signing events and the overall event schedule may lead to a diffusion of both time and energy, potentially affecting the engagement levels of both fans and artists. While increasing opportunities for fan interaction, an overly intensive schedule can result in artist fatigue, thereby diminishing the overall appeal of the events.

The insights derived from ENHYPEN's comeback event schedule impart several significant marketing lessons for Korean entertainment enterprises. Firstly, the cultivation of anticipation and sustained engagement is paramount for success. Strategic efforts to attract media and fan attention through pre-release announcements and promotional activities can effectively elevate expectations for new album launches. Additionally, a well-paced event schedule that avoids excessive density is crucial in maintaining sustained interest and participation from fans [5].

Secondly, the incorporation of diverse activity formats is essential. The combination of online and offline initiatives caters to varied fan demographics and enhances brand diversity. For instance, the integration of online book signings with offline pop-up experiences can draw a broader range of fans and provide unique interactive opportunities that foster engagement and drive purchasing behavior.

Furthermore, it is imperative to prioritize fan feedback. Systematic collection and analysis of fans' opinions can facilitate timely adjustments to the content and organization of promotional activities, thereby aligning them more closely with fan expectations. A comprehensive understanding of fan preferences is instrumental in designing campaigns that resonate with audiences and enhance overall engagement and satisfaction.

Last but not least, data analysis and market research constitute the foundational elements for developing effective marketing strategies. By examining market trends and consumer behaviors, entertainment companies can more accurately discern fan needs, providing robust support for event planning. The application of data-driven decision-making practices enables the optimization of resource allocation, ensuring that the efficacy of marketing

campaigns is maximized.

These insights can equip Korean entertainment companies with the requisite strategies to navigate market challenges in future marketing endeavors effectively.

3. Conclusion

ENHYPEN's comeback event serves as a valuable case study for Korean entertainment companies, illustrating effective marketing strategies that enhance fan engagement and album sales. The company's approach emphasizes the importance of creating anticipation through pre-release activities, which generate excitement and media buzz. By strategically managing the pacing of events, ENHYPEN avoids overwhelming fans and artists, ensuring sustained interest over time.

Diversity in promotional activities is another key takeaway. Combining online initiatives, such as virtual fan-signings, with offline experiences like pop-up stores enriches fan interaction and caters to different preferences. This multifaceted approach not only broadens reach but also deepens the emotional connection fans feel toward the group.

Furthermore, valuing fan feedback is crucial for continuous improvement. Collecting insights from fans allows for timely adjustments to event scheduling and content, aligning offerings with audience expectations. This responsiveness fosters a sense of community and loyalty, enhancing overall satisfaction.

Finally, the importance of data analysis and market research cannot be overstated. Understanding market trends and consumer behavior equips companies with the knowledge to craft targeted campaigns that resonate with fans. By employing data-driven strategies, companies can optimize resource allocation and maximize the effectiveness of their marketing efforts.

ENHYPEN's comeback demonstrates that a well-rounded marketing strategy—focused on anticipation, diversity, responsiveness, and data utilization—can significantly bolster an artist's presence in a competitive landscape. These insights will be instrumental for Korean entertainment firms looking to navigate future challenges and strengthen their connection with fans.

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