

# Scale & Precision

Glocalization Increases Relevance



## Introduction

# The situation

K-Pop groups have become one of the most global cultural phenomena of the past few years, leading the genre to new heights worldwide. A global music label wants to capitalize on the genres' popularity to expand their audience and attract new fans in the Latin American market.

## Section one

# The challenge

The K-Pop team at the label decided to focus on four major LATAM markets: Brazil, Mexico, Argentina, and Colombia.

Although it's tempting to treat Latin America as a monolith, the team was well aware each country has its own culture (and language, in Brazil's case), economy, and interests. So the label's team looked to understand the nuances of each country, while looking for artists that appealed to all four.

## Section two

# The solution

The K-Pop team at the label leveraged Discover's global data to learn more about the active K-Pop fans in LATAM.

Once they had a better understanding of where they were making strides and where they needed to make up ground, they identified potential collaborators with fans in each major market. Using the new change of base feature in the Discover platform, they set each country as the base population to isolate the affinity of the K-Pop audience relative to each country, and surfaced popular global artists based on reach and overall interest.

What they uncovered were... options. For example, the team found that Bad Bunny had a strong following in Colombia and Mexico, two countries where the group needed to make gains. The trade-off was his much smaller following in Brazil. Dua Lipa, on the other hand, had one of the strongest showings across all four countries (especially Brazil), and the strongest affinity from LATAM fans of K-Pop.

### K-Pop Popularity in LATAM



**1.63x** Brazil



**1.41x** Argentina



**0.91x** Mexico



**0.89x** Colombia

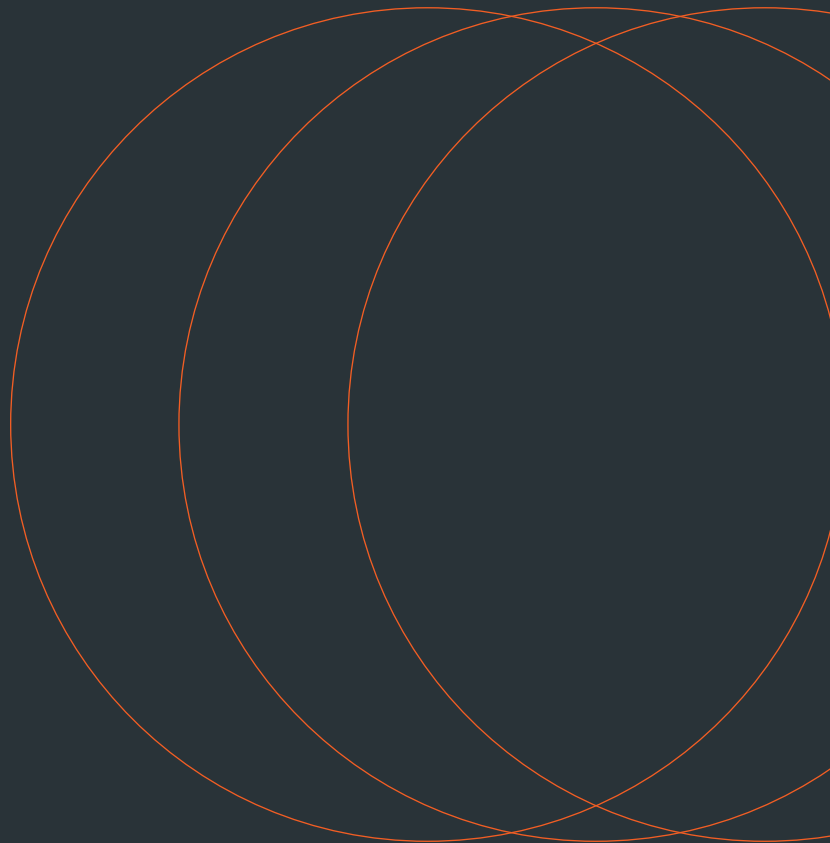
## Section three

# The results

**The team's efforts resulted in a shortlist of collaborators and a deep understanding of the strengths of each of those collaborators in relation to the LATAM market.**

In addition, an analysis over time using Discover's Time Frames added valuable information about how each artist is trending in each of the countries, helping to further narrow down the list.

The team used the new insights of the unique attitudes in each market to refine their marketing approach and also uncover opportunities to expand the artists fan base through tailored programs.



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drive decisions?**

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Discover can help you  
get things done, and  
your business succeed.**

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