

LEVEL 7 ASSESSMENT SPECIFICATION

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Programme:	DBA		
Module:	Advancing to Doctoral Research Stage		
Module code:	HKBM7022	Contribution to Overall Module Assessment (%):	40%
Lecturer:	Prof Peter Fong	Internal Verifier:	Dr Andrew Chan
Assignment Title:	Assessment 2 - Presentation	Word count (or equivalent):	18 minutes
Submission deadline:	13 March 2025 (Submission of PPT) 15 March 2025 (Presentation)	Return date of provisional marks & written feedback:	15 April 2025 (Tentative)
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Work which is submitted up to 1 week late will be capped at 50% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Consumer Brand Engagement in the Era of Immersive Marketing: A Case Study of *Squid Game* Season 2 Strategies



SQUID
GAME

Introduction



During *Squid Game* season 2's premiere week:

- 68,000,000 views
- ranking #1 in 92 different countries at the same time
- surpassing the viewership of its first season

IMMERSIVE EXPERIENCES



Literature review

Consumer Brand Engagement

- It defined as consumers' cognitive, emotional, and behavioral engagement in their ***interactions with a brand*** (Brodie et al., 2011).

Immersive marketing

- Immersion is described in research as both **a process and an outcome of the consumer experience**, in which individuals become ***completely engaged with their experiential environment*** (Carù and Cova, 2003).

Is immersive marketing new in entertainment industry?

From a study:

Common marketing techniques	including trailers, film posters, standees, various advertising forms, product placement, and co-branding or co-advertising merchandising.
Recent trend	an increasing number of producers and actors are launching challenges on social media to deepen their connection with fans (Kumthakar, Bagmar, and Darda, 2019).



Theme parks

The film Barbie (2023)



Case study: Marketing strategies of *Squid Game* Season 2

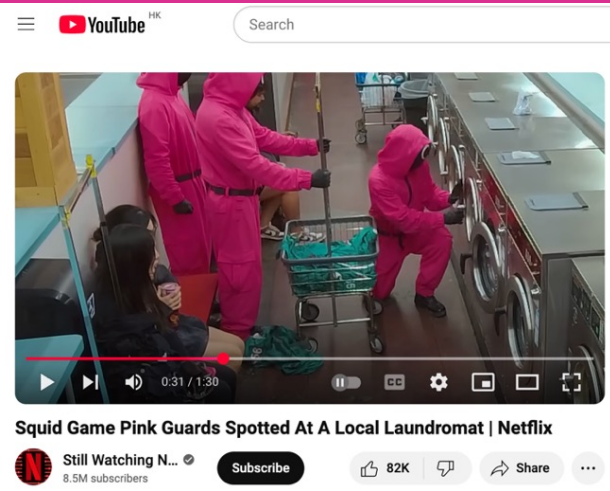
Beside the commonly used marketing methods, it also used:

1. Events (games)
2. Social media
3. Partnership

1. Events: e.g. the longest 'Red Light, Green Light' game in Asia and others ~ **engagement**



2. Social media



	Views	Likes/loves/laughs	Comments / Forwards
YouTube	6.5 million	82 thousands	1.9 thousands
Facebook	11 million	376 thousands	5.7 thousands
Instagram	/	132 thousands	10.6 thousands

Table 1. A summary of impressions of Netflix' "Pink Guards Laundromat" video

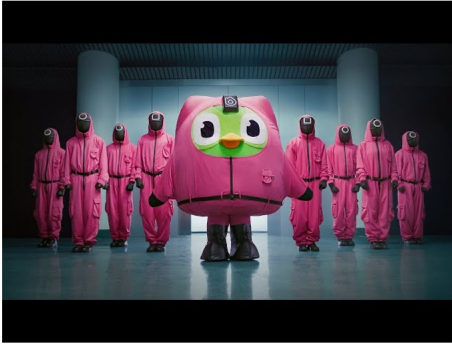
Platform	Views	Engagement rate	Industry benchmark
Instagram	10.1 million	3.88%	0.19%
TikTok	13.6 million	7.25%	0.1%

Table 2. Views and engagement rate of partnered social media campaign of Squid Game Season 2 and DuoLingo.

Source: Sprout Social (social media analytics company), 2024



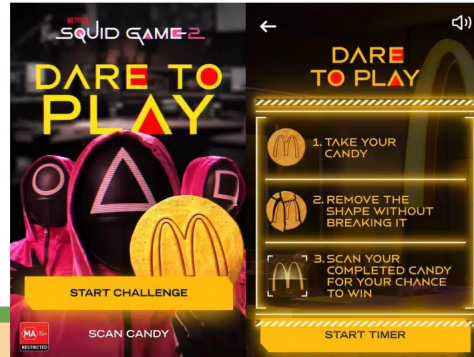
3. Partnership: join the game and Korean culture



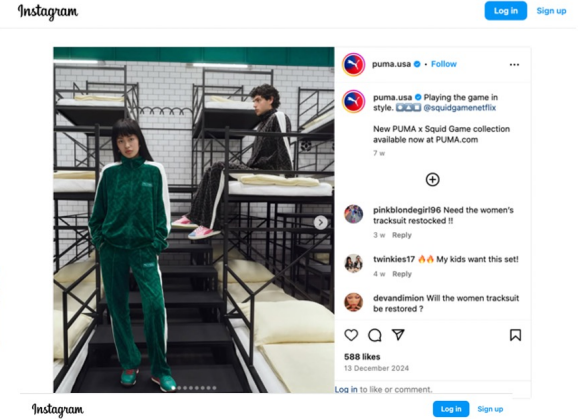
dalgona candy



Duolingo's
"Korean or Get Eaten."



The Squid Game meal and
"Dare to Play" game at
McDonald's in Australia



PUMA and Crocs x
Squid Game collection





Research aim(s) and objectives

1. How effective were **immersive marketing and social media interactions** in enhancing the **audience connection** to the story and themes during the promotional campaigns of *Squid Game* Season 2 ?
2. In what ways do their **immersive marketing** strategies and marketing campaigns employed in *Squid Game* 2 promotion affect **consumer brand engagement and loyalty**?
3. How did their **brand partnerships** strengthened *Squid Game* 2 marketing campaign **engagement levels** and expanding the **effectiveness**?
4. Drawing from the insights gained from marketing strategies of *Squid Game* 2, what **suggestions** can be made for entertainment industry to make their **future marketing plans** to **enhance consumer engagement**?



Proposed methodology: mixed-methods approach

Quantitative surveys:

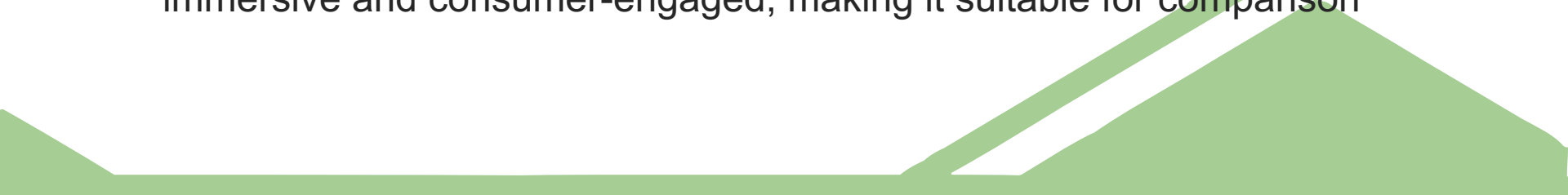
Social media metrics	- Analyze including likes, shares, and comments related to the Squid Game marketing campaigns	Quantify audience interaction and engagement with specific posts or partnerships
Data surveys	- Targeting 500 samples to obtain data on brand awareness, emotional connection, and the likelihood of purchasing related products	Reveal significant changes in consumer purchasing behaviour and brand loyalty linked to the campaign
Sales data analysis	- Comparing audience ratings of <i>Squid Game</i> Season 2 to Season 1 after implementing immersive marketing strategies - Collecting sales data from brands involved in partnerships	Same as above

Proposed methodology: mixed-methods approach

Qualitative research:

In-depth interviews	with key stakeholders involved in the marketing campaigns, including marketers	Gather information on strategic decisions, challenges faced, and perceived effectiveness of various strategies
Focus group discussions	with participants who engaged with the <i>Squid Game</i> season 2 marketing campaigns	Explore their perceptions, emotional responses, and how these experiences influenced their connection to the brand
Content analysis of user-generated content	related to <i>Squid Game</i> season 2 on social media platforms	Identify themes, sentiments, and narratives that emerge from fans' interactions

Self-evaluation: Strengths

- Immersive marketing, consumer brand engagement, and *Squid Game* are all popular topics that warrant thorough study.
 - Both *Squid Game* and the partnership brands are widely recognized, allowing for the recruitment of a larger sample, making surveys feasible.
 - With the release of *Squid Game* Season 3 in June 2025, even more new elements and data can be collected for analysis.
 - The marketing strategies of *Squid Game* Season 1 were far less immersive and consumer-engaged, making it suitable for comparison
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Self-evaluation: Weaknesses

- Concentrating only on one case study may limit the findings to other brands or products.
- Other brands, unlike *Squid Game*, may not have a compelling story or iconic games, characters, and costumes, which can limit the effectiveness of comparative research.
- The focus on a highly successful show like *Squid Game* may not accurately represent the experiences of smaller brands or less popular content.
- The study may overlook external factors (for example, cultural, image of the actors, etc.) could impact consumer brand engagement
 - These factors will diminish the value and relevance of the research.

Self-evaluation: Limitations

- Currently, there is no clear definition of "immersive marketing," but most reviews are associated with technologies such as VR and AR.
- The in-depth interview with stakeholders may be unrealistic and difficult to achieve.
- Most immersive marketing events and partnerships are not located in Hong Kong, making it difficult to access and gather data from attendees. As a result, the data will primarily come from social media users.



Alternative approach

- Keep **Mixed-methods Approach** but with an emphasis on ***quantitative surveys***, due to some constraints mentioned
- Compare more marketing strategies of ***Squid Game season 1***, including data on social media and audience insights
- Arrange **In-Depth Observation** and interview with fans (loyal customer) by observing how they engage with *Squid Game* content and marketing
- Implementing **A/B testing** to compare brand engagement levels between samples who have been exposed or involved to the marketing strategies and those who have not





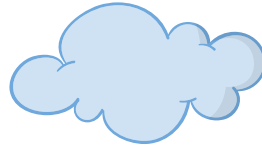
Expected outcomes and contributions



- ✓ Suggesting the **best practices** for crafting interactive, engaging and memorable **brand experiences**.
- ✓ Highlighting the potency of **immersive marketing** strategies within the **entertainment industry**.
- ✓ Enhancing existing **literature** on consumer behavior, immersive marketing, and brand engagement by exhibiting how entertainment companies can cultivate meaningful consumer brand engagement use well design of strategic campaign.
- ✓ Insights on tailoring marketing strategies and universal content to echo **diverse cultural aspects** in successful international marketing campaigns.



THANK YOU



Your feedback and suggestions are greatly appreciated.



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