

# What Makes Thai Fandom *sei-katsu-sha* Unique?

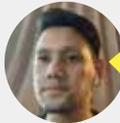
## CO-CREATION FOR HAPPINESS IN UNITY



### Unique Triggers and Emotions

#### A sphere of happiness to de-stress and discover a deep connection

Thailand is known as the “Land of smiles,” but recently smiles have been stolen due to the pandemic, and the economic, and political situation. For this reason, Thai Fandom *sei-katsu-sha* join fandoms seeking **happiness** and positive energy, and to **escape stress, loneliness and boredom**. Being in a fandom allows them to feel a **sense of togetherness** and receive mutual support from one another. As a result, they tend to establish deep connections within their fan community and treat other fans as their **close friends or family**.



“Happiness is very simple by fulfilling the positive energy what you love or passionate about.”

Sneaker Fandom  
*sei-katsu-sha*, 31



“Bike-touring is adventurous, and it creates unexpected friendships during the journey.”

Bike Touring Fandom  
*sei-katsu-sha*, 44



Vs. ASEAN total: 42%



Vs. ASEAN total: 45%

Base: ASEAN Fandom *sei-katsu-sha*

### Unique Characteristics and Brand Opportunities

#### Boundless contribution and creativity. Being remarkable together

Thai Fandom *sei-katsu-sha* uniquely exert more effort when it comes to their fandoms. They have the second highest tendency to **learn a foreign language** and the highest willingness to **spend up to 30% extra**, or more, for brands that support their fandoms. Moreover, they also enjoy exploring **creative and meaningful ways to express** their adoration together, such as organizing fun charity events, giving money bouquets, or buying tuk-tuk ads. These activities allow them to build a bigger impact and **be more outstanding together**. In terms of media, **Twitter** and **online forums** are the most used platforms due to the speed of information and the freedom to express anonymously with mutual respect.

To seize this opportunity, brands should collaborate with fan communities to **co-create fun and meaningful activities** to establish brand love. **Event sponsorship** is another potential activity for brands to consider. Finally, brands should aim to **treat all fans equally**, without a hierarchy, to maximize inclusivity for all.



Willing to pay 30% extra, or more, for brands that support their fandom

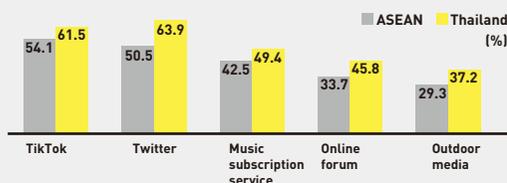
Vs. ASEAN total: 29%



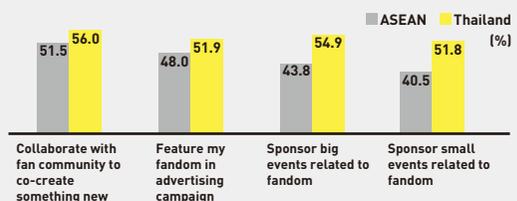
“I like donating money to support the artist and part of the money can return to the community.”

C-pop Idol Fandom *sei-katsu-sha*, 31

#### Which of the following media do you consume?



#### How should brands support your fandom?



Base: ASEAN Fandom *sei-katsu-sha*