

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

## EXPLORERS COUNTERING STRESS



At the heart of it, Filipino Fandom *sei-katsu-sha* join fandoms to let off steam from the daily hustle and bustle. Both internal and external factors are at play.

### Anti-burnout principle:

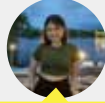
Getting off the work rollercoaster momentarily

### Escaping socio-economic dramas:

Shaking off the stresses of politics and differences in opinion

### Making the most of the pandemic:

Not letting years of isolation go to waste



"To me, my favorite idol is a **breather.**"

K-pop Idol Fandom *sei-katsu-sha*, 21

### Philippines

Utilize fandoms to relieve stress from work and studies

65.9%

VS. ASEAN total: 50.8%

### Philippines

Want to learn new things

70.4%

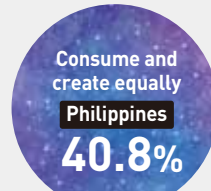
VS. ASEAN total: 54.5%

Base: ASEAN Fandom *sei-katsu-sha*

## Key Fandom Driver

### Balancing Act: Creating and Consuming

They make use of their talent as a form of expression, but sometimes end up benefiting in some way too.



VS. ASEAN total: 28.9%



"Inktober helps people in the community showcase their talents. These collections attract new fans. I drew every day with a twist, using different types of inks each day."

Fountain Pen Fandom *sei-katsu-sha*, 18

Base: ASEAN Fandom *sei-katsu-sha*

## Key Differentiator

### Common Good Above All

The Philippines has socially aware fandom members. They make use of fandoms not just to learn new things but, most importantly, to serve and help others while they do.



VS. ASEAN total: 27.5%



VS. ASEAN total: 33.8%



"There was one time we sold 10 prints at 15,000 PhP each, so we were able to donate 150,000 PhP (3,000 USD) to an orphanage."

Cosplay Photography Fandom *sei-katsu-sha*, 41



"We learned that some members couldn't afford figures so we wanted to give back and let them in. It was an honor to have been able to help them. It was fulfilling to hear them say thank you."

Anime Figure Fandom *sei-katsu-sha*, 25

Base: ASEAN Fandom *sei-katsu-sha*

## Creating a Brandom

### Ways of establishing a brand fandom

#### Establish a Consistent Relationship

Brands tend to be present when pushing sales. Pushing relationships can give a brand the chance to create loyal advocates.

#### Instigate Communities Through Common Interests

Learning common interests with your target market can create long-lasting communities within your brand, eventually developing your brand's kingdom of fans (fandom). Activities could include relevant events, features or collaborations that bring members of your brand fandom new knowledge and stress-relief.