### Triggers: Hype and fear of missing out (FOMO)

## Current-cv: The most valuable social currency

Their joining a fandom can start simply as wanting to be with others. Being relevant to and connected with others is important for Indonesian Fandom sei-katsu-sha. This is why being in the know or following the hype is social currency that shows they're ahead and would be considered by others. On the contrary, when they are left out, they feel insecure and that they won't be able to connect with others. This is why FOMO-fear of missing out—and hype are the main drivers in Indonesian society.



Points of appeal of what they are into "Newness"

> Newness or hype is significantly the highest currency for Indonesians, more than mere eniovment

Indonesia

Significant life events or triggers that sparked interest in fandom "Connecting with others"

> Connecting with other people is a feeling highly appreciated by Indonesians when joining a fandom

> > Base: ASEAN Fandom sei-katsu-sha

### Behaviors: Im-merge-sively balanced

# Indonesians merge fandoms seamlessly and symbiotically into their lives

Indonesian Fandom sei-katsu-sha join fandoms for enjoyment and excitement, but stay because of benefits like networking, power, making money, and self development that help them move forward in society.



"I started doing it for myself, but it turns out people really like it, so that's why it motivates me (to create)."

Western Comic and Movie Fandom sei-katsu-sha, 23





#### Brand role: Working together to create excitement

# Opening up to participation is the key to a great relationship

One the biggest expectations from Indonesian Fandom sei-katsu-sha is to be able to participate in fandom activities and actions. By participating, they feel connected and empowered. Brands can help facilitate them in their fandom activities. What they seek most from a brand is excitement, so brands that are able to provide excitement will get their attention and loyalty.

ndonesia

4.0%

30.3

#### Their expectations of brands

#### Indonesia



Collaborate with community to 54.0% create something new

Support activities originated by 49.1% fandom community

"Sincere supporters don't want much in return—they just want to be involved." Local Idol Fandom sei-katsu-sha, 25



What is lacking in brands? "Excitement" Indonesians are loyal to excitement rather than brands

Base: ASEAN Fandom sei-katsu-sha