***Internship Assignment – Animemangatoon.com***

**Task 1-**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Content**  **Type** | **Title/ Topic** | **Assigned Team Members** |
| Oct 12, 2024 | Article | “Lore Olympus: Exploring the Hype on Social Media” | Sarah,the content writer |
| Oct 14, 2024 | Social Media Post | “Lore Olympus: Top 5 Jaw-Dropping  Moments” | Mark , social media manager |
| Oct 18, 2024 | Article | “Top 10  Reasons Why Lore  Olympus is a Must-Read” | Emily, Content writer |
| Oct 22, 2024 | Social  Media  Post | “Fan Art Spotlight:  Lore Olympus Edition “ | Mark,social media manager |
| Oct 25, 2024 | Article | “The 50 best fantasy Manhwa to Dive Into Now” | Sarah,content writer |
| Oct 27, 2024 | Social Media Post | “Poll: Which fantasy Manhwa should we feature?” | Mark,social media manager |
| Oct 30, 2024 | Article | “fantasy manhwa vs traditional manga: A breakdown “ | Emily, content writer |
| Nov 1, 2024 | Social media post | “fantasy manhwa : our top 5 picks this month” | Mark, the social media manager |

**Deadlines and goals for October**:

***Draft Completion by October 10, 2024***: All first drafts for articles should be submitted by this date for review. Writers should ensure that research is well-cited and images are properly sourced.

***Graphics Submission by October 11, 2024:*** Mark should finalize all visuals for social media posts and coordinate with the design team for article imagery.

***Social Media Engagement***: Social media posts should be crafted to engage the audience with polls, fan art highlights, and interactive elements.

***Focus on SEO***: Articles should target keywords related to Lore Olympus and fantasy manhwa to boost search engine visibility.

**Goals:**

***Engagement***: Increase interactions on social media by 15% using targeted posts and fan engagement activities.

***Traffic***: Drive a 10% increase in website traffic with well-optimized articles, tying together the popular themes of Lore Olympus and fantasy manhwa.

***Consistency***: Publish consistently to build momentum and attract both existing fans of Lore Olympus and new readers interested in fantasy manhwa.

**Task 2-**

***Document Outline for “True Beauty Characters: The Power of Makeup?”***

**-Introduction**: The Role of Makeup in True Beauty

Discuss how “True Beauty” explores society’s perception of beauty.

Examine the central theme: makeup as a transformative tool and its psychological impact on the characters.

Key question: Is makeup a mask or a means of self-expression?

**-Character Analysis**: Impact of Makeup on Key Characters

Focus on how makeup influences each character’s confidence, relationships, and public image.

**-The Power Dynamics of Beauty Standards**

Contrast how different characters use makeup to fit or rebel against societal standards.

How beauty ideals affect interactions in school, social media, and family life.

**Message of Self-Acceptance**

Highlight how the story shifts from relying on external beauty to embracing inner beauty.

Emphasize the balance between makeup as empowerment versus dependency.

**Cultural Influence and Audience Connection**

Discuss the influence of Korean beauty culture on “True Beauty” and its global audience.

Why does the show resonate with international fans? Role of makeup trends and social media.

**Character Highlights:**

1. ***Lim Ju-Kyung (Main Protagonist)***

Key Theme: Transformation through makeup to escape bullying and insecurity.

Highlight: How she hides her bare face and grows more comfortable with her natural appearance over time.

**Quote**: *“Makeup is my armor, but it’s not who I am.”*

Visuals: Include scenes showing her “before” and “after” makeup transformation.

1. ***Lee Su-Ho (Male Lead)***

Key Theme: Sees beyond external appearance and values inner beauty.

Highlight: His ability to recognize Ju-Kyung even without makeup, showing the depth of his affection.

**Quote**: *“You’re beautiful even without makeup.”*

Visuals: Ju-Kyung’s interactions with Su-Ho when she’s vulnerable and bare-faced.

1. ***Han Seo-Jun (Secondary Male Lead)***

Key Theme: Represents rebellion and confidence.

Highlight: Ju-Kyung’s influence on him, and his eventual acceptance of her with or without makeup.

**Quote**: “*You don’t need makeup to be cool.”*

Visuals: Focus on his confident style and moments of vulnerability with Ju-Kyung.

1. ***Kang Soo-Jin (Antagonist)***

Key Theme: The pressure of perfection and hidden insecurities.

Highlight: How she uses her beauty and makeup to maintain social status, but suffers from hidden self-esteem issues.

**Quote**: “*Perfection is everything.”*

Visuals: Contrast between her polished public persona and moments of vulnerability.

***Relevant Links and References:***

1. Webtoon Link: True Beauty Webtoon – Reference for character arcs and storyline details.
2. Character Profiles: True Beauty Character Wiki – For detailed character information.
3. Makeup Inspiration: Korean Beauty Trends – Context on the Korean makeup industry and its global influence.
4. Psychological Impact of Makeup: The Psychology Behind Makeup Use – Insight on why people wear makeup and its emotional impact.

**Designer Notes:**

**Visual Focus**: Before and after transformations, emotional vulnerability without makeup, fan art, or stylized graphics representing self-acceptance.

**Color Palette**: Soft pastels for makeup scenes, muted tones for raw, bare-faced moments.

**Quotes**: Use impactful quotes from characters as text overlays on images.

**Task 3-**

**Subject:** Upcoming Social Media Campaign – Focus on Top Webtoons with Data Insights

Dear Marketing Team,

I hope this message finds you well.

As we plan for our next social media campaign, I’d like to share some valuable insights gathered from the latest data on popular webtoons. Our analysis of the “Top 10 Popular Webtoons with Over 50 Million Views” and “Top 14 Castle Swimmer Characters You Need to Know” indicates a clear path for our upcoming focus.

**Key Webtoons to Prioritize for the Campaign:**

1. **Lore Olympus (Over 300M views):** Continues to dominate viewership and fan engagement. Its mythological themes and dramatic storyline make it perfect for interaction-driven content.
2. **Tower of God (200M+ views):** Engages fans with its complex world-building and dynamic characters. Ideal for character analysis posts and fan theories.
3. **Castle Swimmer (50M+ views):** Increasing popularity, especially around its unique aquatic world and diverse character set. We can focus on specific character highlights, such as Kappa and Siren, which resonate with younger audiences.
4. **True Beauty (50M+ views):** Strong following thanks to its relatable storyline about beauty standards and self-acceptance. This fits well with social media trends around body positivity and self-expression.

**Campaign Strategy Suggestions:**

**Character Spotlights:** Highlight fan-favorite characters from Castle Swimmer, with engaging visuals and character trivia to drive interaction.

**Fan Engagement:** Polls, quizzes, and contests around popular story arcs from Lore Olympus and Tower of God.

**Interactive Discussions:** Create discussion threads on beauty perceptions tied to True Beauty’s themes, leveraging its already active fan community.

**Proposed Meeting Times for Team Coordination:**

To finalize the campaign content and strategy, I’d like to propose the following times for a brief team coordination meeting:

**Thursday, Oct 10, 11:00 AM – 12:00 PM**

**Friday, Oct 11, 2:00 PM – 3:00 PM** Please let me know your availability and preferences so we can confirm a time.

I look forward to discussing these ideas further and aligning on how to bring this campaign to life. Feel free to reach out if you have any initial thoughts or additional insights to share.

**Best regards,**

Harathi Aswarthagari

Marketing Coordinator