

# **TRENDING?**



**BLACKPINK**

**USA YouTube Trend Findings:  
Blackpink Branding & Marketing Strategies** *by Lucia Zhang*

# Summary:

YouTube sees the highest usage among social media platforms by video marketers, more than TikTok and Instagram. It is also where marketers will invest the most in this year.

- **This exploratory data analysis aims to find out:**

1. Does it matter what time you post on YouTube?
2. Measure and Identify trend, opportunities and possibilities:  
**the most viewed categories, which one will be the next to shine**
3. Analyze and determine the main possible causes of variation:  
**why Blackpink so successful, Matthew effect with social influence?**
4. Find and verify: **the striking branding & the most optimal marketing strategies**

If your social media strategy is 100% proactive, knowing the audience and platform insights will set you up for long-term business success.

# Overview: The Project Process

*Methodologies: Waterfall & Agile*

## Define and Measure

1. **Clean data, Measure process output Y, Find outlier:**

## Analyze main causes of variation

2. **What time is the best to upload video, what time to avoid ?**
3. **Is the most liked/viewed video also the most long-lasting trending video?**

## Find and Verify the most optimal solution

4. **The Rule of Three, Matthew Effect on YouTube: a market with social influence**
5. **Find and verify: branding & the most optimal marketing strategies**

# Findings:

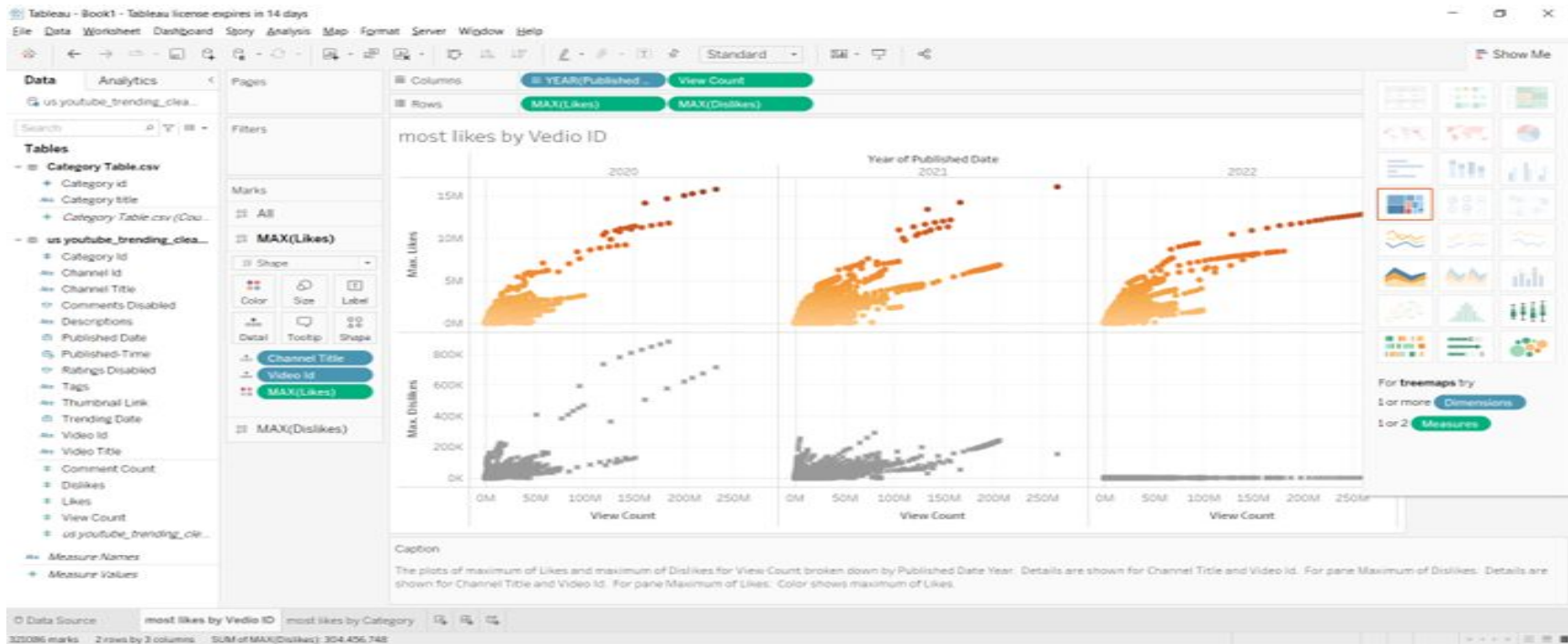
## Outliers

\* AVG(likes): 137,316.4; STDV(likes): 423,072.75

\*Max. likes: 16,021,534; Max. dislikes : 879,354

\* Max view count: 277,791,741

Total Unique Channel-Id:6,634, Video-Id: 30,985

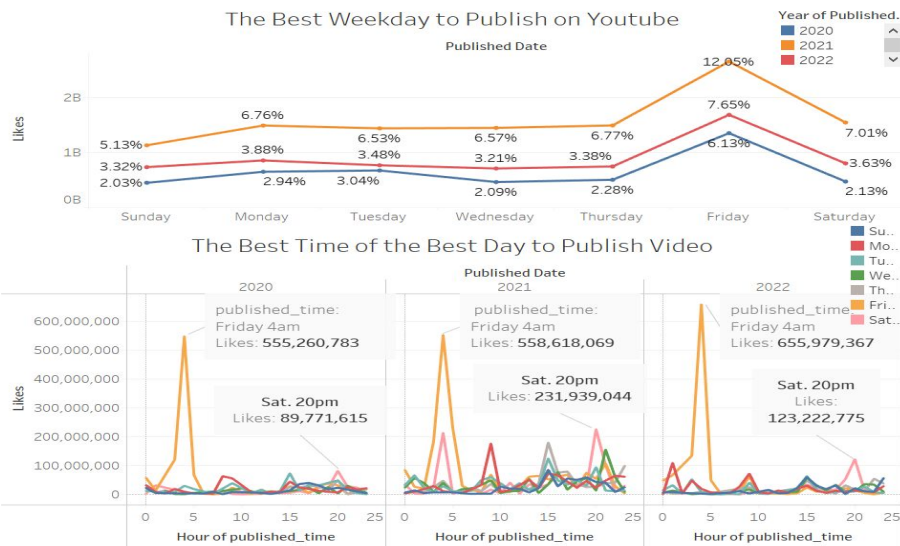


# Findings:

## The Best Time to Upload Video

**Day** most effective: Thur., Fri & Sat  
\*near weekend users more active online  
more likely to watch videos.

**Hour:** \*Best Fri @4am, in early morning people are catching newsfeeds  
\*Noon to 15pm is great: the biggest gap during lunch time  
\*17~20 pm not bad, checking out what missed over the day



# Findings:

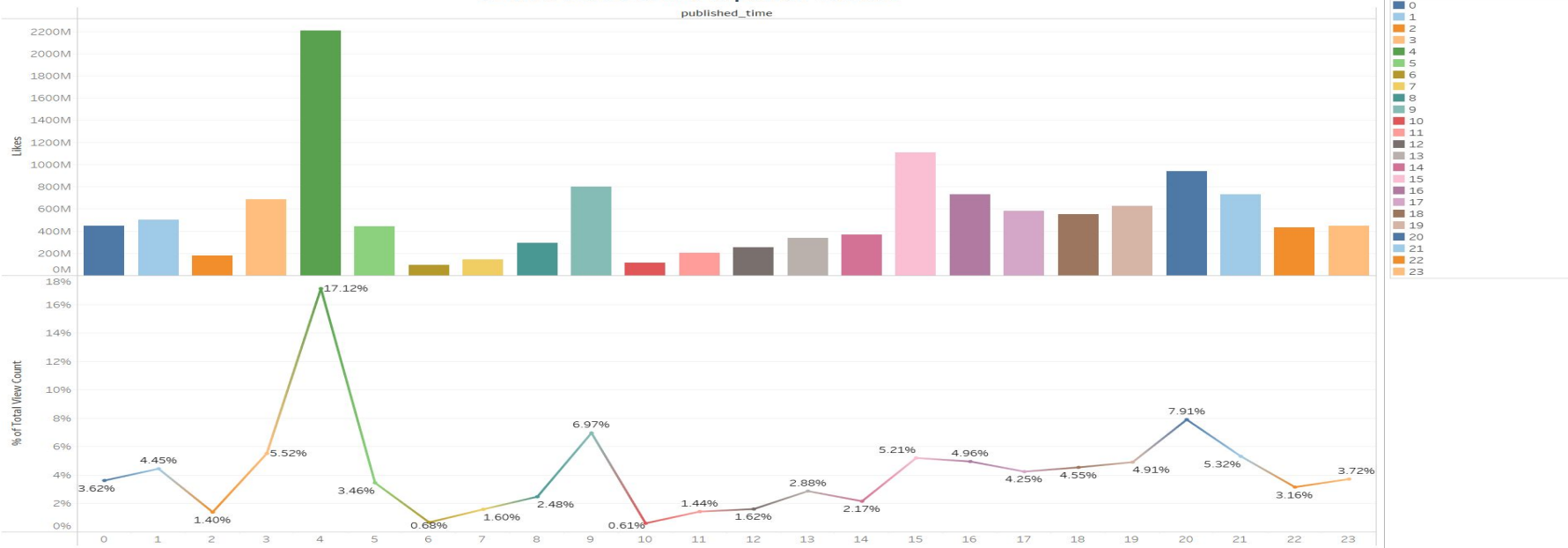
## The Time to Avoid

**Day:** Monday, Tue. & Wed.

**Hour:** \*0~2am

\* 5-6am, 10am

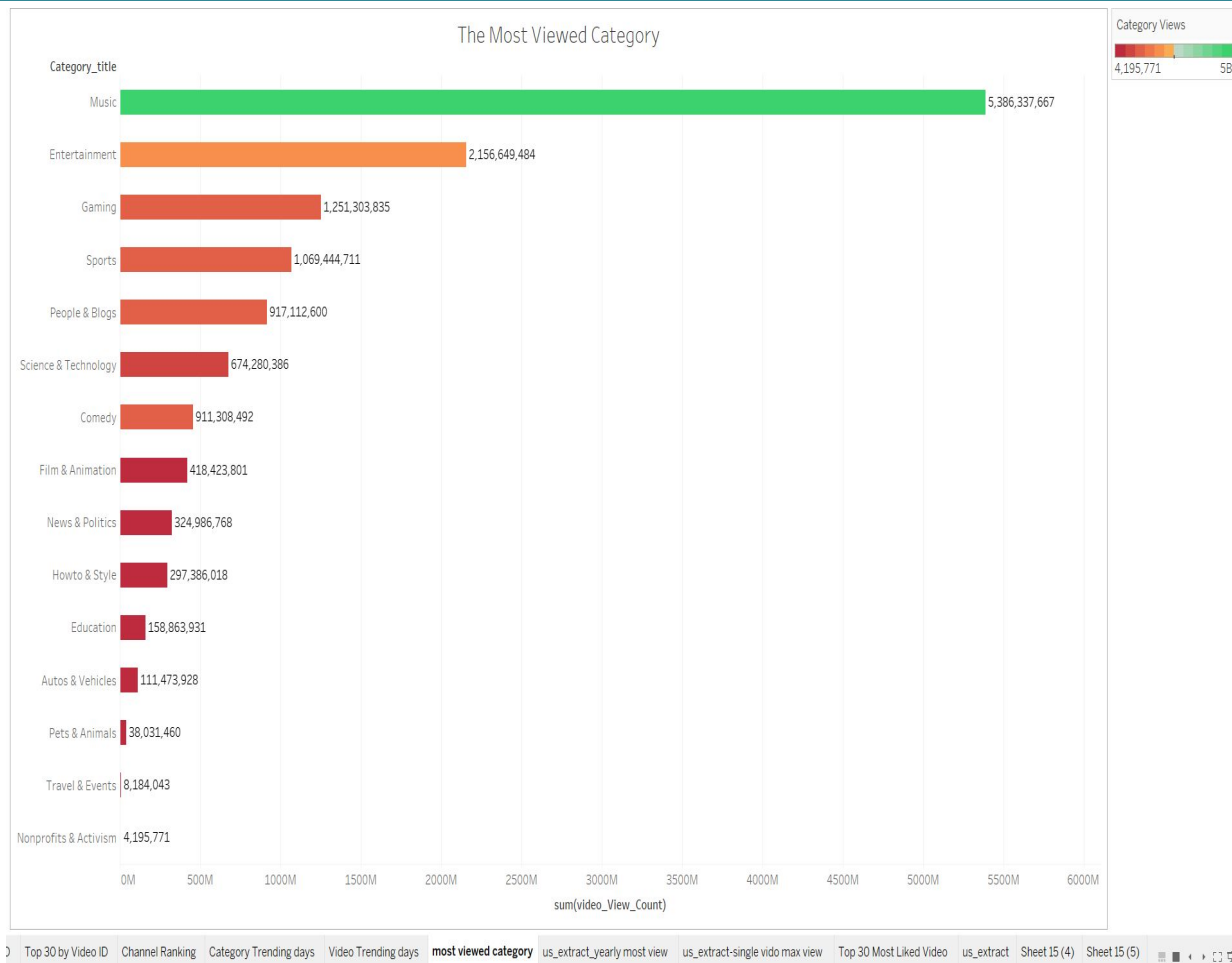
When is the worst time to post on YouTube



# Findings

## The Most Viewed Categories

- In US, the most viewed videos are in Music, Entertainment, Gaming and Sports categories
- People mainly take YouTube as leisure platform.
- Popular videos are designed to entertain, educate and/or inspire the audience.
- Videos like Trailers made purely to sell do not engage viewers very well.



# Findings:

## The Trend of Most Viewed Categories

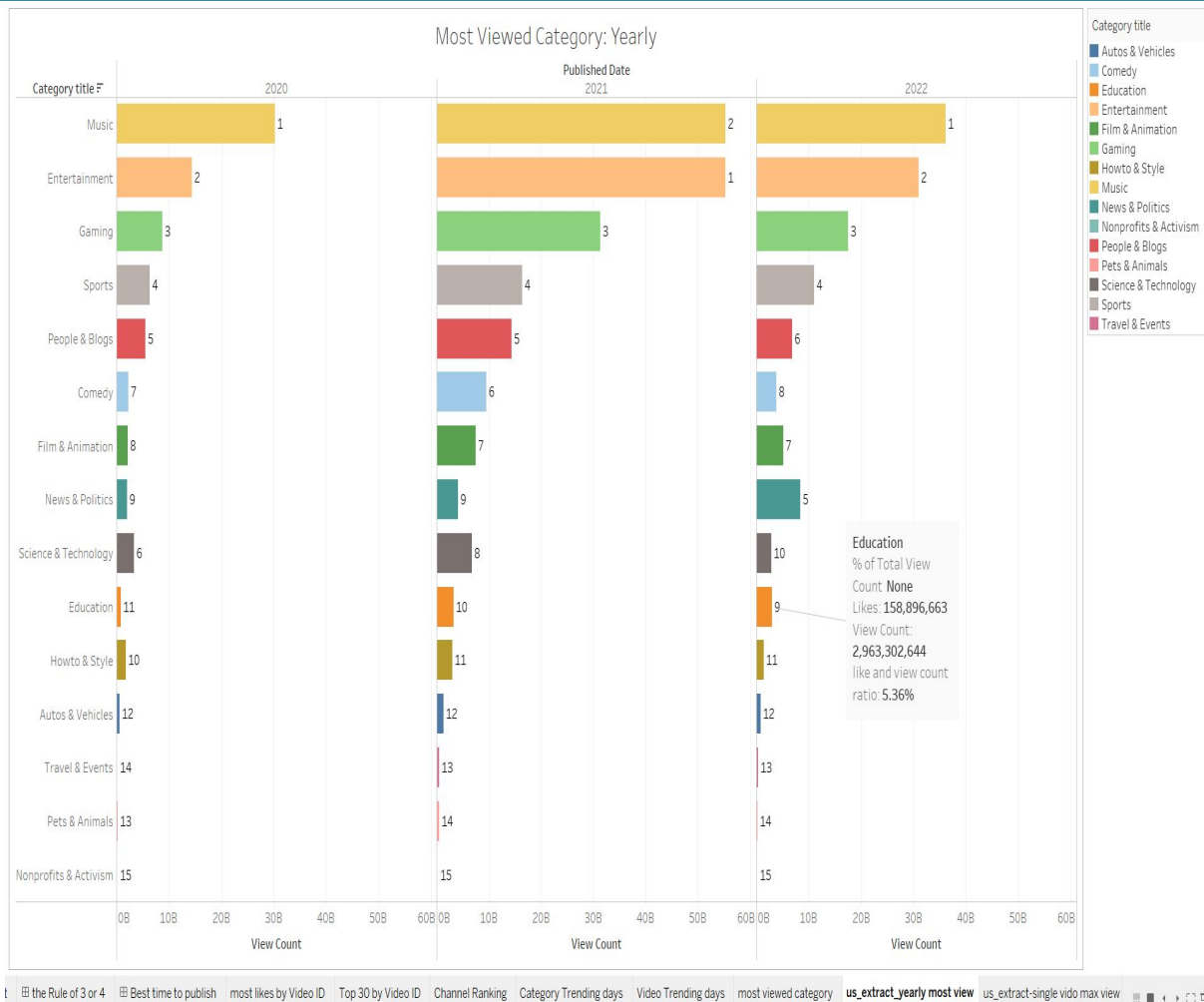
\*Music, Entertainment, Gaming, Sports remain the big 4.

## Education: the next to shine

\* Up to No 9 from 11.

\*View count quadrupled in 2021;  
Oct 2022: 50% higher than 2021

\*The likes/view\_count ratio:5.36%,  
> No. 2 Entertainment 4.63%,  
close to Gaming 5.39%





# Findings:

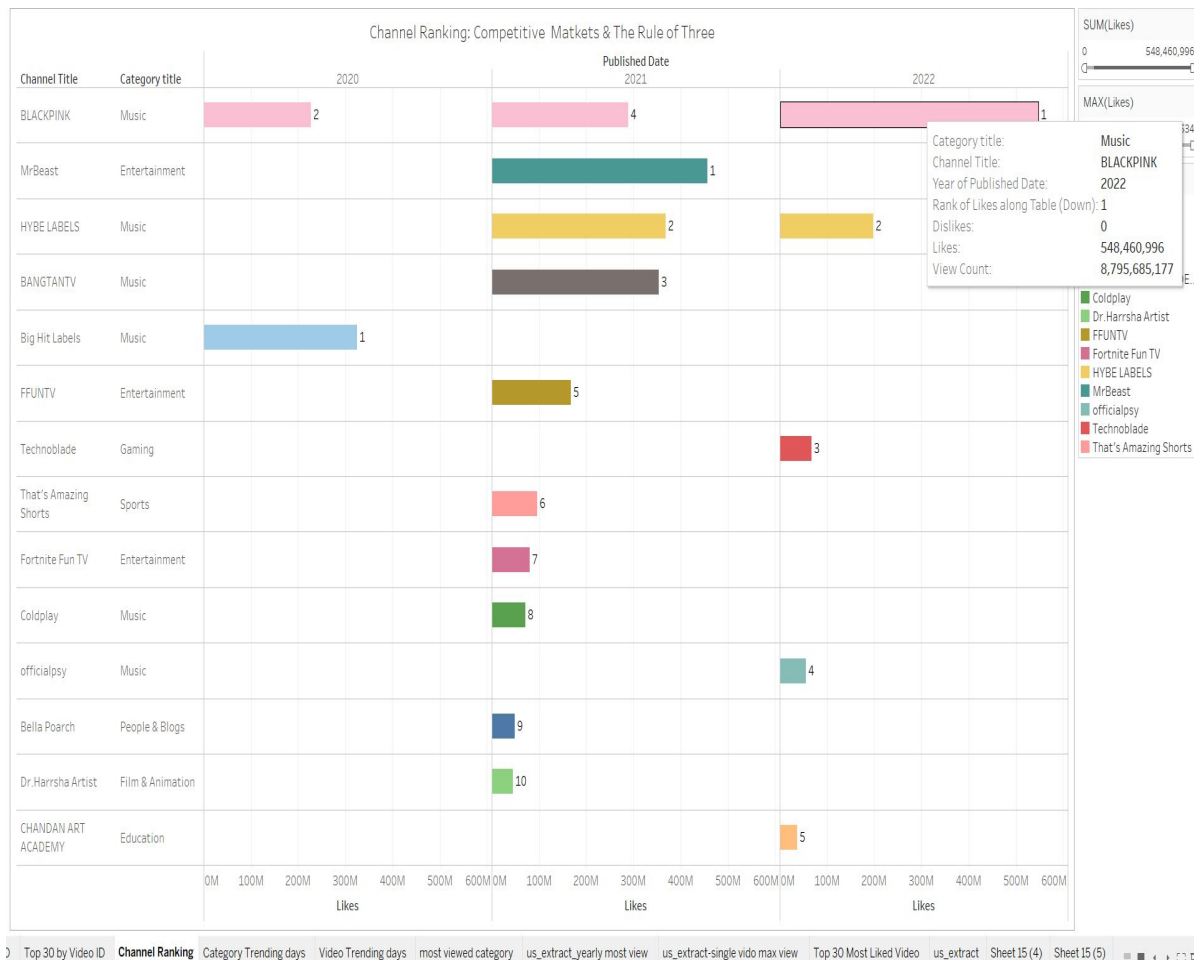
## Top 10 Performing Channels: Most Viewed & Liked

\***Top 3** performing channels are in the most viewed/liked categories:  
**Music, Entertainment, Gaming**

\***Blackpink**: the record breaking likes and **views: 8B**:  
5 times of No.2, 15 times of No.3

\***A Education channel** in Top 5 for the first time

\***The Rule of Three**: The fight BTW No. 1 & No. 2 often sends the No. 3 into the ditch, a new No. 3 full-line player always emerges



# Findings

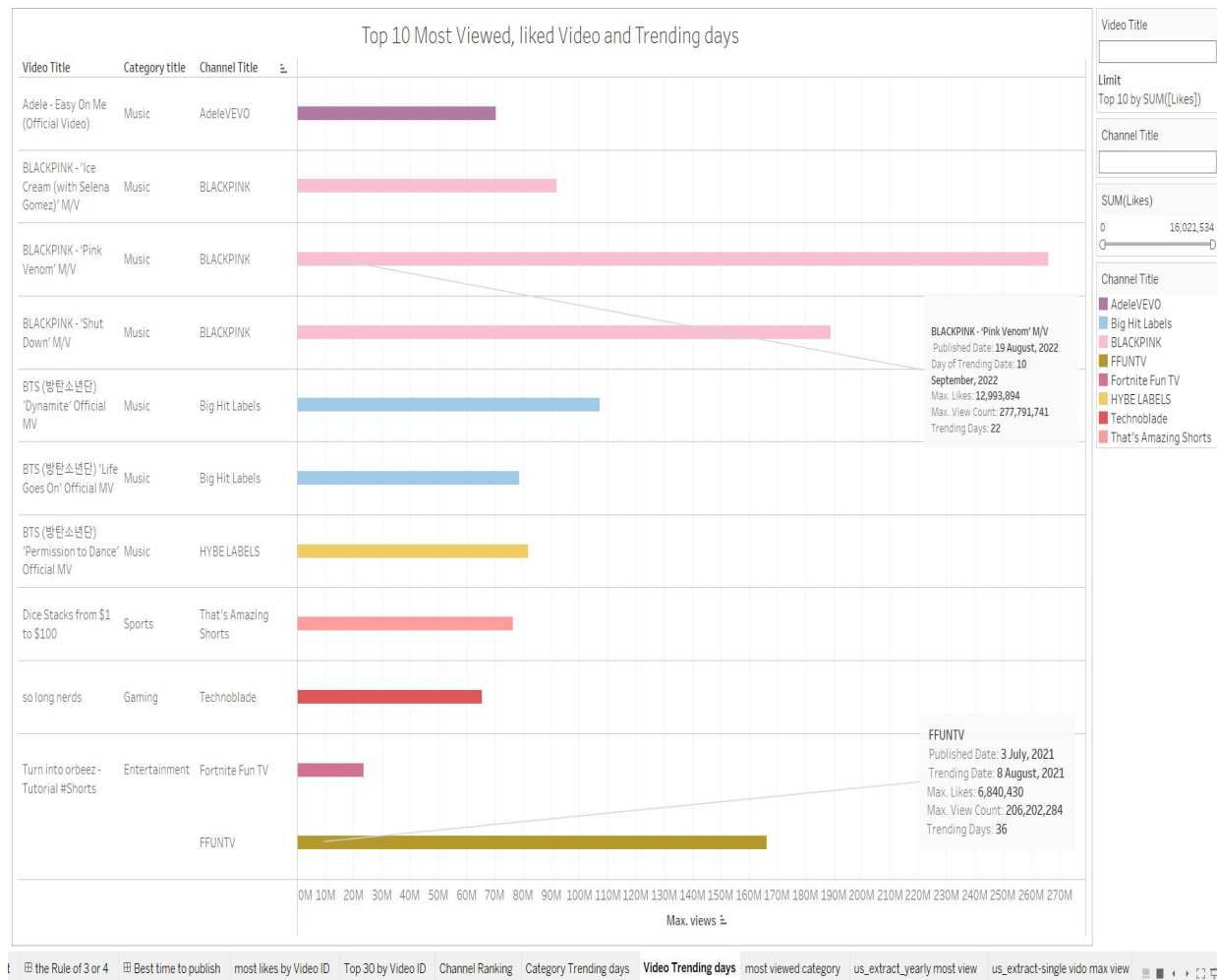
**Is the most liked, viewed video also the most long-lasting trending video?**

\*Pink Venom: 12 million likes & 277 million views, recorder maker: on trending: 22 days

\* Shut Down: much less view counts and likes: 29 days

\*206M views & 6M likes, FFUNTV on trending list 36 days

\*Trending considers many signals, some trends are predictable, others are surprising



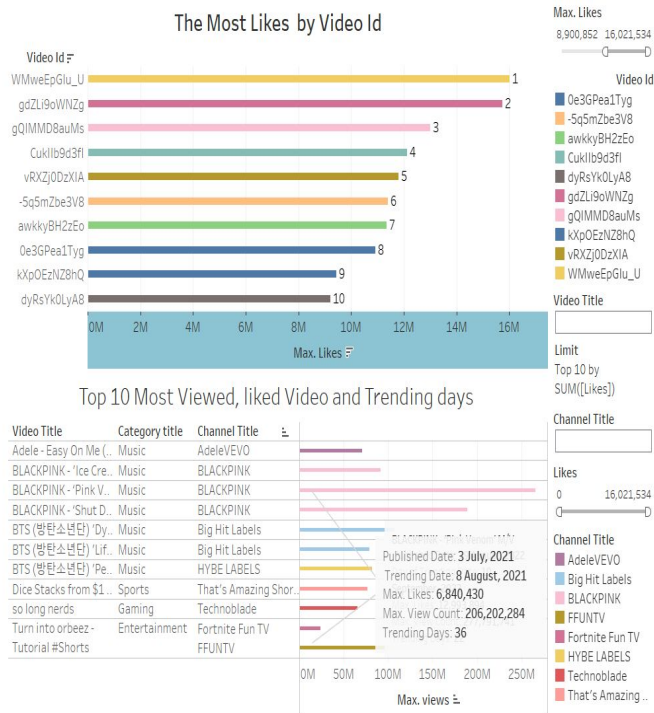
# Findings

## Conclusion to does it matter what time you post on YouTube?

\* Yes in the short term: impact & optimize how many views within the first few hours.

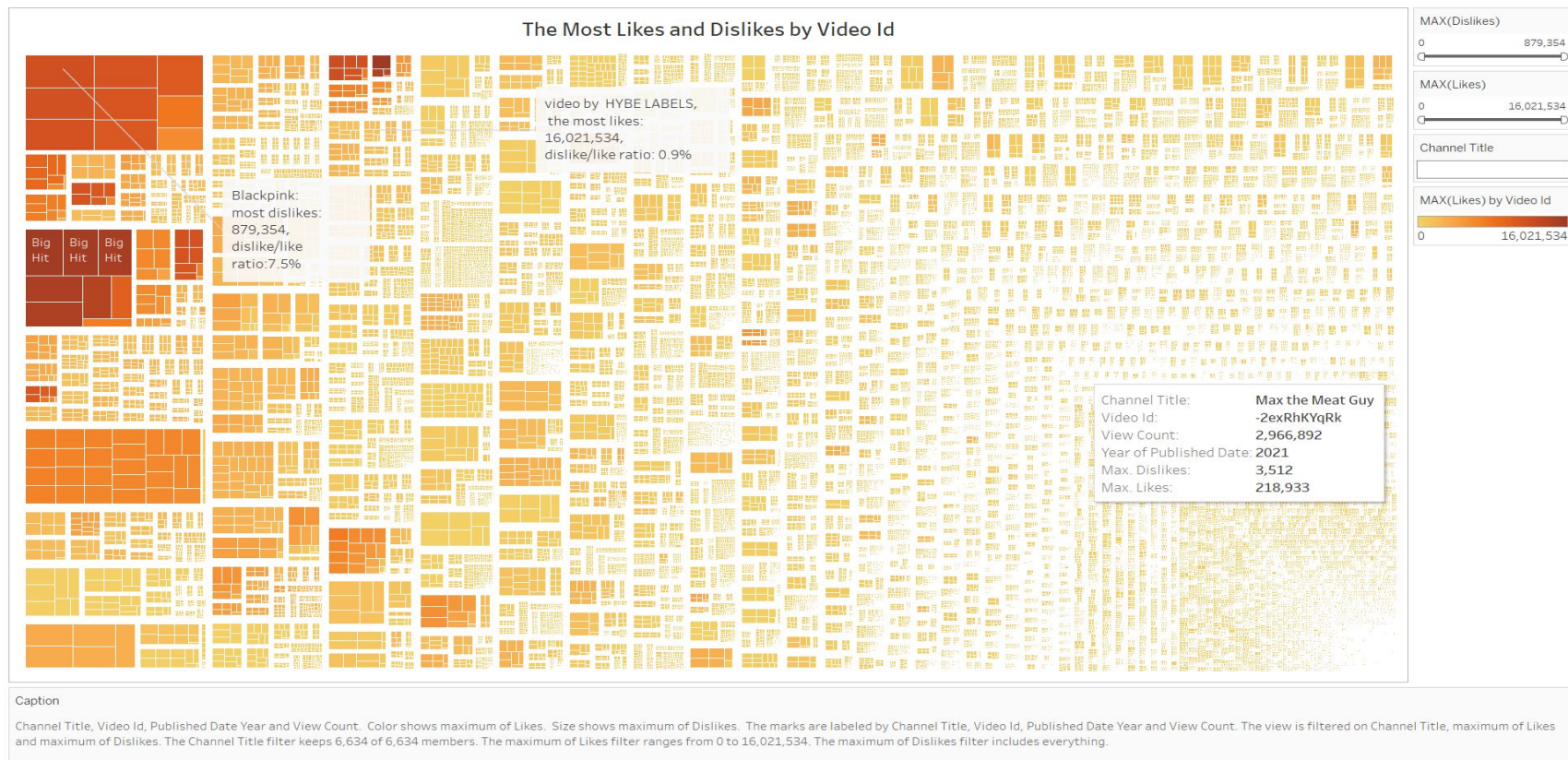
\* No in the long term, the most relevant video with high quality content will gain traction and last long time.

\*Relevance is the biggest ranking factor on YouTube.



# Findings: Why Blackpink: A New Peak Domination?

**Treemap:** Channels:6,634, Unique Video-Id: 30,985



## *Findings:* Matthew effect on YouTube: a market with social influence



- When utilizing performance rankings, a monopoly will be created for the most popular songs.  
[Matthew effect - Wikipedia](#)
- Blackpink is the most-subscribed act on YouTube Music: 83M, Justin Bieber: 70.4M  
[List of most-subscribed YouTube Music artists - Wikipedia](#)
- Blackpink's History-Making Accomplishments: A Timeline: [BLACKPINK: Times the K-Pop Group Made History – Billboard](#)



# *Findings:* Matthew effect on YouTube: a market with social influence

## **Blackpink Branding and Marketing strategies:**

- Differentiation strategy: tough but elegant, beautiful yet talented
- Focus on personal branding,
- Be powerful influencers, 54M to 71M followers each
- Collaborate with **Dior, Chanel;YSL, Celine and Bulgari** to attract their users

## **Vision:** Chart Domination in Worldwide

- High-quality but scarce content
- Consistently top the charts
- Much larger production and marketing budget
- Aiming maximum visibility in South Korea and international markets



## *Postmortem and Next Steps:*

- *Lessons learned:*
- *What Went Well:*
- *Examine the process to find breakthrough points*
- *Continuous learning*

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