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A Study on the Reproduction Strategy through the Planning Process of Baby Shark

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Abstract

In this study, the aim is to understand the strategy of video content production with the case of the baby shark development process of Pink Fong Company, the content is described about the successful planning and strategy of baby shark which has become a global content, and the main point describes the planning of the production process and marketing strategies for each country. The findings of the conclusions resulted in the application of the standards of globalization and the local understanding of culture as the main factors for content success. If the Pink Pong Company's method is applied through this, it is possible to apply what is the main issue of creative content production Reproduction in the future.

Keywords: Content, Reproduction, Pink Pong, Baby Shark

1. Introduction

Pinkfong is a CI brand of a content company that has become famous for 'Baby Shark'. As you can see in Figure 1, the biggest factor behind the success of "Baby Shark" is not graphics but music "Baby Shark SONG." There are several factors behind the explosive popularity of the baby shark song. [1] First, it's the concept of family. Positive communication was made with families who watched babies, fathers, mothers, grandfathers and grandmothers listen to and sing children's songs as they chatted in short nursery rhymes. Second, the challenge is the popularity factor. The same content, but various users and entertainers have consumed and reproduced addictive chorus as their own content without stopping the agitation. Ordinary users posted their own videos to raise awareness of baby sharks through the platform, while famous celebrities posted videos of singing baby sharks' children's songs in their own style at the concert hall or dancing cutely to children's songs, creating opportunities for the brand to grow through continuous SNS consumption. [2].

2. The Background and Planning of Pink Fong Growth

2.1 Content Planning Process.

Pink Pong, which has gained numerous views and attention with "Baby Shark Song," is creating another opportunity to boost sales and establish a stronger brand. Pink Pong, the CEO of the company, said that developing a business is about finding people who sympathize with their story.

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In order to consume the popularity of Baby Shark as another content, we need to draw positive responses not only from the Korean market but also from many global regions." [3] At this time, PinkFong's representative used a strategy called localizing, not just a strategy to print content by changing the language. The solution to how to draw positive responses from various global regions and combine them with the global community begins with analyzing cultural codes suitable for each region. For example, the color of a police car appearing in an animated work, as shown in Figure 2, may be white or blue depending on the region, or it may be striped or any pattern that symbolizes a thief's clothing. Although it is the same content, even the small elements in the video were localized to suit the region and then released the contents, and the strategy was to expand its presence was to expand its presence in overseas markets. [4]



Figure 1. Baby Shark



(a) A car figure



(b) A police car

Figure 2. A car and A police car graphics

For example, around 20 percent of parents in the world have yet to show their smartphones to young children. In order not to miss out on this 20 percent market, the company used the contents of the Pink Pong brand's songs. It developed a toy that plays a song by pressing a button so that children can spend a lot of time using toys, not videos, and imprint brands. As shown in Figure 3, the characters have been combined with products related to children's lives to increase their awareness. For example, collaboration with Incheon International Airport allowed children to meet Pink Pong in the cart. The children who met Pink Pong were able to take pictures together and enjoy the brand's popularity.

Figure 1 shows four successful elements of content planning and four points on the reproduction of Merchandising. Taking advantage of these elements, the research is underway on how to respond to future new platforms and what elements are appropriate entertainment for each platform. The CEO of Pink Fong has been branding the mobile market since he first established the brand. First of all, I thought about how to show the video on a small cell phone, and the color was composed of colorful vivid tones so that it can be seen well on the screen.

Children who are users have a dynamic and dynamic animation that allows them to focus only on pink-pong images for a short two-minute period because of their short concentration. And for Pinkfong branding, the same intro has been exposed in front of all Pinkfong contents for the past eight years, regardless of platform. Through steady exposure, all children became imprints to see Pink Pong even after watching a video of only Shark without a character named Pink Pong, and allowed the brand to settle down. Currently, Pinkfong is gaining ground in the global market through numerous distribution pipes. [5]

Currently, services are available on various channels, including English, Korean, Spanish, Chinese, Japanese, Russian and Thai, and are also actively collaborating with companies. Pinkfong brand is expected to grow further and become a global company.

Depending on the nature of the video content, he said, "It's more about form than content, that is, poetry rather than spiritual lessons or ideological meanings."

The primary and immediate experience and pleasure that can be felt in the materiality of angular images are emphasized." The position of the subject is easily vacated.

The meaning of this story is that there is no subject. In other words, it is highly likely to be an involuntary follow-up to existing ideologies. There is a topic that the public prefers at a certain time and plans

If you think of this point in point settings, you can create more appealing content. [6]Figure 4. The four success factors in content configuration are presented. An element of reproduction for merchandising.



Figure 3. Control System of Pinky Pop TOY.



Figure 4. Four Successful Elements of Content Configuration and Creating Reproduction Through Merchandising

3. Strategic Process

3.1 Global marketing strategy

The global marketing strategy is a diagram of the progress of Phase 7 in Figure 5. The detailed description is as follows: The first is the proliferation of technical associations (TECHDRIVEN). "Pink Pong" company, which has prepared a business suitable for iPhone proliferation, has begun to study how to view videos on small screens. Since it is a mobile environment, we chose a way to attract attention from children with poor concentration by using colors with good clarity, BIG SIZE, and dynamic movements.

This can also be seen in the already successful "Baby Shark," which is used in the graphic and sound of the repeated chorus. In addition, the contents were distributed using the company-made app, but the technology has developed and is now distributed using YouTube or AI speakers. How the company responds to a new

type of consumer platform, and what kind of options it needs to put in, should be studied. Second, it can be a means for families to use when they gather because it is a song that can explain their families in a short time in "Baby Shark," a successful film by Pink Pong, which is an easy expression of what consumers want to do (OPINION) For example, if you play this children's song and act cute in front of adults when children gather during the holidays, you will gain the sympathy and attention of the generation watching it. That's why the company chose to visit people who sympathized with their stories and show their content.

Third, it is planned that the contents will not be much different from country to country because the target is between 1 and 5 years old, as the local language expands the scope of the language in the most important way through GLO-CAL). For example (washing hands, crossing crosswalks, etc.) However, I found that different countries had different cultural habits and had to change them to suit the region because they were slightly different, i.e. the repetitive parts were the same, but the design of police cars and thieves was changed to match the country, and the language was changed to public security, and Taiwan to police.

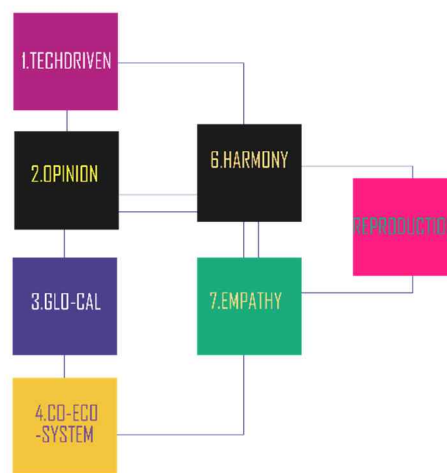


Figure 5. Reproduction through planning in step 7

Since emotions and thoughts vary from country to country and from race to race, the production plan was made by paying attention to the details. Fourth, the Pink Pong brand and the success of sales (ECO-SYSTEM) use a strategy to recognize the brand's image and win people's favor by putting the logo or image of Pink Pong into INTRO on the screen, even if they create animations of different themes. Pink Pong is working on a project in connection with each company to let people know that the music sector is one of the music contents. It is a planning method that allows parents who do not give their smartphones to their children to consume content using sound speakers. [7].

3.2 Merchandising Strategy and Reproduction Planning

First, as a TAILOMONY strategy, we are raising awareness through toys and school supplies related to children's lives. In the unpredictable world of the Internet, the question of how a company should operate is to turn to YouTube. It made me think. Bring out each individual's features and comforts, and bring out ideas and fun in them. It's important to get it. To conclude, organizers called in by nickname, not by title or name, so that they could remove the burden and pressure and present more diverse opinions.

Second, HARMONY was a good idea to find new fun when the current company and other contents meet. This Thinking Pink Pong collaborated with an old game called "Wahoo" to create a sense of solidarity between the generation that loves "Wahoo" and the generation that loves Pink Pong. And through collaboration with Incheon International Airport, I changed it into a content that gives fun memories in boring time waiting for the plane. Third, EMPATHY. Children's favorite theme was children's song using dinosaurs the reason is that children's songs are usually made of small, cute animals, but what if they were made of the opposite big, scary

animals? produced with the idea of but if you think about it, there are kids who like small things, but there are kids who like big and strong characters such as dinosaurs and sharks. I had time to communicate with the children to create a children's song for them.

He emphasized that in order to produce content, customers need to communicate and study to find out what they want. Finally, from the start of the question of how to reproduce the same content, REPRODUCTION, it is not easy to feel new when you see Baby Shark, which is now known to the world, but the company has begun to study the solution of this part. [8] But people responded greatly to the children's song and made a video of the Baby Shark challenge, which soon allowed them to have new fun. Celebrities also remade the children's song, drawing renewed public attention. And recently, when I was having a hard time with Corona, I gained sympathy and popularity again with the video of the hand washing challenge. The Pink Pong Company will not stop here and expand and reproduce "Baby Shark" to produce TV animations.

4. Conclusion

The company's concept of planning is the perception that entities are more than entertainment. Content is limited to being created by producers and viewers together. The direction of Pink Fong strategy and planning gives direction to content planning and presentation. Only when it comes to content graphics production can it be demonstrated and applied. It creates new ideas, especially as a strategy of gaining sympathy from many people, by making changes in graphics according to cultural and language differences. I think it will be helpful to understand the culture of other cultures and to communicate with the people of other countries. The results of these studies should be considered as important points in planning and production classes in the content production department and will be a good guide for both students and educators to discuss and discuss.

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