

Analysis of the image-building campaign of singer - KOL Đức Phúc

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Abstract: In the context of a fiercely competitive music market, building and maintaining a personal image is a key factor determining an artist's success. This topic aims to analyze the image-building campaign of singer-KOL Đức Phúc, with the objective of studying effective marketing approaches on digital platforms and the social impact of his activities. The methods applied include statistical data analysis and evaluation from a professional perspective in the field of music media. This topic not only contributes to a better understanding of personalized marketing strategies but also provides valuable knowledge for other artists and businesses operating in the entertainment industry.

Keywords: KOL images, Marketing campaigns, Music, Statistics, Media