



Isentia Case Study

Brand Devotion: The Story of the ARMY's Unrivalled Loyalty

[isentia.com](https://www.isentia.com)



The BTS Meal D-Day

On June 18, McDonald's PH branches turned purple with the release of their BTS meal, a collaboration with global K-POP sensation BTS.

As expected, ARMY's stormed McDonald's branches all over the PH to get a 10-piece chicken McNuggets with limited-edition sweet chilli and cajun sauce, a medium Coca-cola, and medium fries on the side. But what's the catch?

It is the packaging that fans are after the most.



The Come-Up: Creative Upcycle

With the meal packaged in a paper bag filled with the famous BTS logo, a lot of consumers spilled their creative juices into making everyday home products into a **BTS-filled collectible**, posting it on social media and garnering thousands of likes, RTs, and shares from fellow ARMYs.

One fan even framed the packaging the BTS meal is in.



The Come-Up: Stirring The Hype

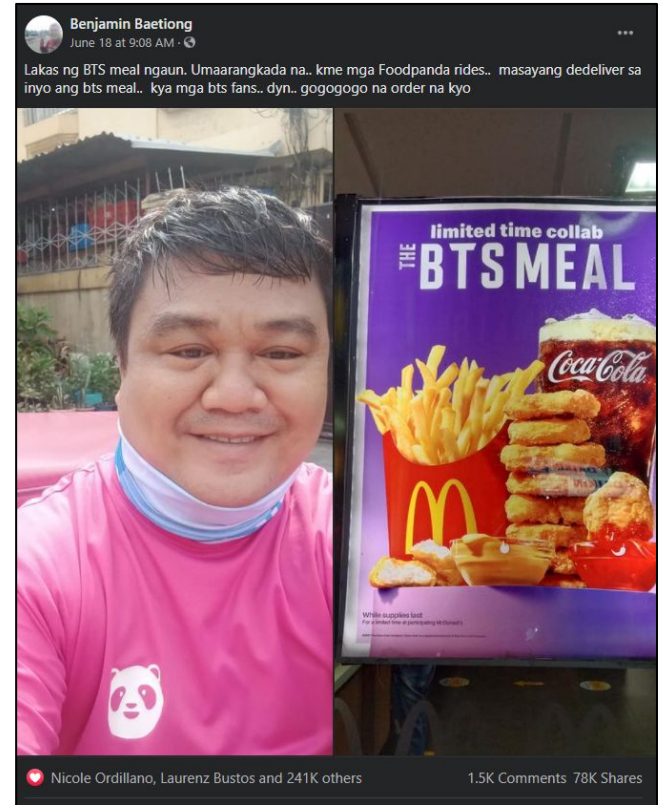
A twitter fan account for BTS with over 2,000 followers tweeted pictures of establishments in Iloilo City flashing **purple lights**, signifying the K-POP group's signature color in anticipation for the release of the much-awaited collaboration.



The Come-Up: Touching Purple Hearts

With the release of the BTS Meal, booking for food delivery riders also grew, but one rider from Foodpanda stood out with his post on Facebook. In his post, he stated that there are a lot of deliveries made for the BTS meal and most of the Foodpanda riders are happy with the turnout of the event.

Following this, fans raised **\$929.64 or P45,230** in donation for the rider who posted his hard work delivering BTS meals on Facebook.

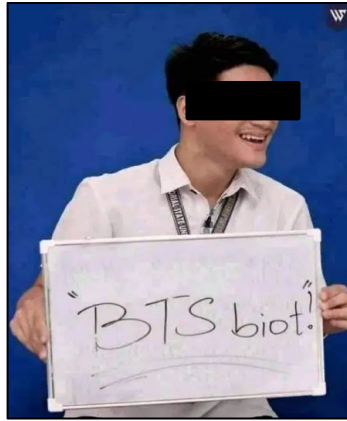


The Come-Up: Introducing The Spin Offs

Inspired by the success of the BTS meal, netizens on social media again poured their creative juices in making **meal versions of other celebrities** including Regine Velasquez, Sarah Geronimo, and Taylor Swift.



The Fall Off: Nuggets With a Side of Bigotry



As the popularity of the BTS meal grew, so did the restless trolls of the internet.

The word **"Biot"** is a Cebuano term for gay, bisexual, and feminine. What the trolls did is incorporate the word to BTS, making the phrase **"BTS Biot"**. The phrase infamously grew in popularity, even making it to the top 10 most trending tweets even before the meal was released on June 18.

The Fall Off: For The Clout

The trolling did not stop there. One netizen went as far as replacing the word “meal” in the packaging with “biot”.

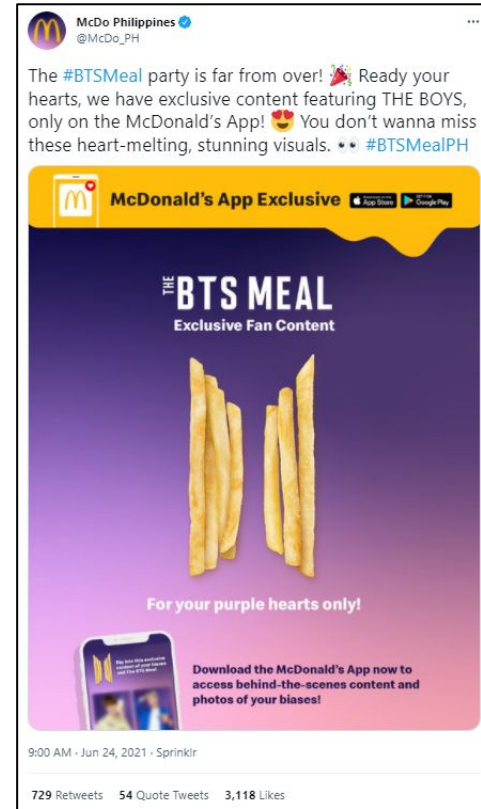
Meanwhile, other netizens on social media ridiculed the ARMY’s love for the packaging of the meal by **purposely crushing and destroying the BTS labeled paper bags and paper cups** and posting it on social media to get a reaction out of the fans.



The Comeback: If It Ain't Broke

Even after all the conundrum from trolls on the internet, McDo PH still raked in the fans by continuing to bank on the BTS brand.

They gave incentives to those who downloaded the **McDonald's App** by featuring **exclusive BTS content** on their software, giving free drink upgrades to those who ordered the BTS meal via Ride-Thru, and convincing fans to eat the BTS meal with fellow fans by only charging **7 PHP per address** to those who order for others.



The Comeback: Can't Handle The (Cajun) Heat

A now private tweet that contained a series of screenshots of comments from alleged Grab riders insulting BTS and spamming the phrase “**BTS Biot**” was all over social media. This tweet prompted **Grab** to respond to the allegations made against their riders, apologizing to BTS fans and saying that they do not tolerate such acts of drivers and immediately suspended the delivery riders in question.



Key Insights

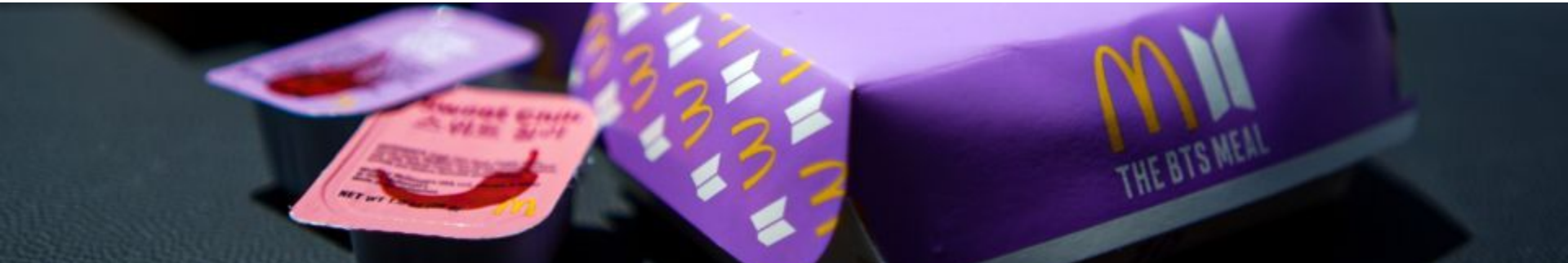
Achieving the sale of 3.5 million pieces of chicken nuggets just by slapping a logo onto the packaging sounds easy enough and the consistent rise in popularity of K-pop all over the globe is no surprise. From Pepsi to McDonalds PH, **companies are now banking on the popularity of K-pop** to reach a greater number of audiences that could help spread the brand and potentially boost sales.



What Isentia Can Do To Help Clients

The market decides what it wants and if the market is populated by fans of a K-pop group, **it is best to always appeal to that market and never get on their bad side** - just like what happened to Grab PH. With that said, as a brand **you should always be ahead in responses to criticism and complaints** to properly appeal to consumers.

All mentions in media is for the person or brand's cause. This is in response to the slurs made against BTS as well as the trolls who ruined the packaging and posted it on social media. The attackers as well as the defenders of BTS all contributed to the social media buzz that most likely promoted Mcdo PH's BTS meal even more.



What Isentia Can Do To Help

We help clients retain their **brand loyalty** by recognizing **customer experience, responses, and trends**. From this, we can create an aggregated consumer profile where we can base and improve upon our customer relationship.

In addition, by identifying trends we can help clients to be **on the lookout for the next big influence or influencer** that can drive sales to a whole new level.



What do our Insights leaders have to say?

Rowelyn Bigayan
Insights Analyst, Philippines



"Through their artistry, inspiring story, and uniqueness, BTS was able to build millions of loyal and devoted fans called ARMY. BTS's authenticity and messages of inclusivity have earned them a huge group of people with a steadfast commitment and who are powerful enough to create major waves through various efforts like donations, votes, and purchases. True enough, the BTS Meal by McDonald's successfully showed the impact of the symbiotic relationship between BTS and ARMY. For brands, investors, and companies, it is vital to understand the different factors that cause customers to buy a particular product or service. Isentia's key products and trendspotting reports like this would help brands spot themes and conversations that could help and impact their businesses and consumers."

Aldhen Huenda
Junior Data Analyst, Philippines



"I consider BTS as one of the best global phenomena right now. I'm a long-time Hallyu fan myself and I am a believer of what these groups are capable of especially when promoting certain kinds of product. I can be a living testament to the fact that most but not all fans tend to buy items as long as it was promoted by a certain group that we support, especially having the thrill of receiving exclusive items like signed photocards/polaroids and other kinds of stuff. In terms of the companies' and brands' perspectives, it is essential to know what your market really wants. With Isentia's various key products, we were able to help out different organizations acknowledge their market's true nature and what do they really want. Thus, we were able to provide them insights on how to ensure that their audience would support their promotional acts."

What do our Insights leaders have to say?

Francis Calucin
Insights Analyst,
Philippines



"From their formation in 2010, BTS has become a global phenomenon with their influence stretching far outside the realm of music. McDonalds saw this phenomenon and transformed this wave into one of the biggest sales and marketing win of the year. Funny enough, any company that can incorporate korean pop culture to their brand will most likely see an improvement in product interaction. But what BTS did with the BTS meal is beyond product interaction, we analysts saw an astounding display of dedication from the ARMY. From preserving the packaging and turning it into different BTS themed items to outright uninstalling delivery courier services apps for calling BTS slurs. This display of brand dedication opens up a lot of avenues for other brands to capitalize on certain trends and personas. But with all that said, calling the ARMY "just a fandom" will forever be an understatement.

Kate Dudang
Insights Manager,
Philippines



"Over the years, brands have taken advantage of the positive impact of celebrity endorsements on consumers' purchase behavior. Tapping prominent personalities, as well as social media influencers, has been a staple marketing strategy used by companies to create waves to promote brand awareness, shape perception, or push for brand loyalty. With this in mind, it is important to understand the influence and effectiveness of the prominent personalities - are they delivering the brand's message? are they building a following and connection for the brand? These are some questions that can be answered by Isentia through its data-driven insights reports that aim to help brands gauge and understand how their communication or marketing strategies fared based on a wide array of quantifiable metrics."

Victoria Lazo
Insights Manager,
Philippines



"BTS's influence and popularity is undeniable. They have cultivated more than a loyal fanbase - they have created advocates who are more than willing to defend them and all out express their admiration and support for them. For companies and brands, it is important to understand at what level your customers are: Are they simply at awareness level? Loyalty? Or are they beyond devotion to the point of advocacy? Through our key products, Isentia is able to help entities understand their consumers' journey. This, in turn, will aid groups in making data-driven decisions to further appeal to their key audiences or explore ways to branch out to other segments."



Please do not hesitate to get in touch with us
for more information on this whitepaper.

Contact Us

 : info.asia@isentia.com

 : isentia.com

 : [linkedin.com/company/isentia/](https://www.linkedin.com/company/isentia/)

 : [facebook.com/isentiacom](https://www.facebook.com/isentiacom)