

# NewJeans: K-pop idol brand marketing strategy based on visual art

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**Abstract.** K-pop was originally a musical style, namely Korean pop music. In recent years, it has evolved into a cultural phenomenon and formed a strong fan economy effect. Among them, NewJeans has stood out in the K-pop idol market through its unique visual art brand marketing strategy. This paper adopts the methods of literature reading and case analysis to study how visual art has a positive effect on the marketing of NewJeans, an idol brand. First, the mixed font design not only conveys the brand personality, but also enhances the visual recognition. Secondly, the retro-style MV accurately captures the aesthetic trend of the times, and at the same time applies digital art to broaden the visual possibilities. In addition, the physical goods are rich and unique, with both artistic value and practical value. Finally, the social software Phoning enhances brand affinity and fan loyalty. Finally, it is concluded that NewJeans, a brand marketing strategy based on visual art, has created a K-pop idol brand with unique artistic charm and great commercial value, which has brought new inspiration to the K-pop industry and promoted the development of related industries, highlighting the important position of idol economy in the modern cultural industry.

## 1 Introduction

K-pop, or Korean pop music, has rapidly risen around the world with its unique music style, well-choreographed dances and high-quality visual production, and has gradually formed a cultural phenomenon, which has had a wide impact on fashion, film and television, and advertising. K-pop idols are usually young artists who have undergone rigorous training. They not only have outstanding performances in music, but also show versatility in performance, fashion, and endorsements. At present, K-pop idols such as NewJeans, aespa, and Lesserafim have a large number of fans around the world, forming a strong fan culture and economic effect. The K-pop group NewJeans debuted in 2022. Its music style combines a variety of elements. In addition to common music styles such as R&B and Hip-hop, it also produces non-mainstream music styles such as UK Garage, New Jack Swing, Baltimore Club, and Jersey Club to give it a fresh listening experience, and has repeatedly topped the listening charts of major music streaming media. In addition to music itself, NewJeans is even more eye-catching in visual art. Its label ADOR pays great attention to the presentation of brand vision, which has comprehensively improved the

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brand appeal and recognition of NewJeans and achieved remarkable success worldwide [1]. Studying NewJeans' brand marketing strategy will not only help people gain a deeper understanding of the brand building methods of K-pop idols, but will also provide a reference for cross-border cooperation between the music industry and visual arts. This paper adopts the method of literature reading and case analysis to study how visual art has a positive effect on idol brand marketing. The article is divided into four chapters.

Chapter 1 introduces the research background, research methods and research objectives. Chapter 2 introduces visual art and its types. Chapter 3 gives an overview of brand marketing and explains the similarities and differences between idol brands and traditional brands. Chapter 4 conducts a case study on NewJeans' visual marketing from four aspects: font design, music videos, physical albums and other products. Chapter 5 summarizes NewJeans' K-pop idol brand marketing strategy based on visual arts.

## **2 Visual arts**

### **2.1 Overview of visual arts**

Visual art is an art form expressed through visual perception. It is not only the artist's self-expression, but also a reflection of culture, history and society, showing diverse styles in different historical periods and cultural backgrounds. A distinctive feature of visual art is its intuitiveness and image. It can transcend language barriers and allow people from different cultural backgrounds to appreciate and understand it.

### **2.2 Visual arts category**

Visual arts are mainly divided into five categories: painting, sculpture, photography, film, and digital art. Painting is one of the oldest and most widespread forms of visual art, including oil painting, watercolor painting, acrylic painting, printmaking, murals, and drawings. Sculpture is the creation of works of art in three-dimensional space through carving, shaping. The materials can be stone, wood, metal, and ceramics. Photography can be divided into news photography, art photography, and commercial photography. It captures momentary images through optical equipment, which has greatly changed the way art is created and disseminated. Movies are an art form that combines vision and hearing. It narrates through continuous pictures and sounds, including feature films, documentaries, and cartoons. It is not only a form of entertainment, but also a medium for cultural communication. Digital art is an art form that uses computer technology and digital tools to create, including digital painting, three-dimensional modeling, animation and interactive installations. It integrates technology and art, breaks the boundaries of traditional art, and gives artistic creation more possibility.

### **2.3 Visual arts applications**

Take the K-pop group NewJeans as an example. Their physical albums and music videos often invite hand-painted artists on social media to create their works, and they also reference classical oil paintings in their visuals to add to the artistic flavor and style of their brand visuals. Photography is used in the physical album, which contains a large number of exquisite portraits of the members and landscape photos of the shooting locations, enriching the static narrative of the brand. Filmmaking techniques are particularly prominent in their MVs. Through dramatic, film-level shooting and editing, they tell the story behind the music and establish a more direct emotional connection between the brand and fans. Digital

art is reflected in their MVs and social media content, combining art and technology to enrich visual content and expand the dimension of brand vision.

### **3 Idol brand marketing**

#### **3.1 Overview of brand marketing**

Brand marketing refers to the process of promoting and building a brand image through a series of planned activities to attract consumers and build brand loyalty. These activities include advertising, public relations, social media marketing, promotional activities. The core goal of brand marketing is to give the brand a competitive advantage in the market by establishing unique brand value and brand identity.

#### **3.2 Similarities and differences between idol brands and traditional brands**

Idol brands and traditional brands are similar in many aspects. First, both emphasize the shaping of brand image and establish and maintain brand awareness through visual design, logos, slogans and advertisements. Secondly, both require clear market positioning and target audiences, and determine the best marketing strategy through market research and data analysis. Whether it is an idol brand or a traditional brand, it is necessary to carry out effective brand communication and use various media channels such as television, the Internet, print advertising and social media to convey brand information and increase brand exposure. The cultivation of brand loyalty is also a common goal of both. They enhance consumers' brand stickiness through continuous brand interaction, high-quality products and services. In addition, brand management and crisis public relations are challenges that both must face to ensure that they maintain a good brand image and reputation in market competition. Finally, both idol brands and traditional brands need to continue to innovate, follow market trends and changes in consumer demand, and launch new products or services to maintain market competitiveness and appeal. Through these common marketing strategies, both idol brands and traditional brands can succeed in their respective fields.

There are three main differences between idol brands and traditional brands. First, idol brands place more emphasis on emotional connection and interaction with fans. For example, the NewJeans group has established a strong fan community through frequent online live broadcasts, fan meetings and social media interactions. This emotional connection makes fans more loyal to the brand. Traditional brand marketing relies more on advertising and public relations activities to establish a relationship between the brand and consumers. For example, Nike uses advertising and sports event sponsorship to increase brand awareness, but has less interaction with consumers. Therefore, idol brands have higher fan loyalty and their purchasing decisions are more easily influenced by emotions, while consumers of traditional brands are more based on rational choices. Secondly, the brand image and content of idol brands need to be constantly updated and changed to maintain freshness and appeal. For example, NewJeans maintains the vitality and topicality of the brand by constantly making breakthroughs in music and vision. The brand image of traditional brands is relatively stable and the update speed is slow. For example, the brand image of Coca-Cola has remained consistent for many years. Therefore, idol brands are more dynamic and flexible, and can maintain market popularity through continuous innovation, but they also face greater brand management challenges. Traditional brands are more stable, but may lack freshness. In addition, idol brands have diversified sources of income. In addition to music album sales and concert income, they also include peripheral products, advertising endorsements, film and television dramas and variety show

appearance fees. Traditional brands have relatively single sources of income and mainly rely on product sales. Idol brands can increase profit points through diversified sources of income, but they also need to manage brands in multiple fields. The income structure of traditional brands is relatively simple and the management difficulty is relatively low.

There are corresponding causes for the differences between idol brands and traditional brands. First, the audience needs are different. Fans of idol brands pay more attention to emotional resonance and the personality charm of idols, while consumers of traditional brands pay more attention to product quality and cost performance. Secondly, the market environment is different. Idol brands are mainly active in the entertainment and social media fields, while traditional brands rely more on offline channels and traditional advertising. Finally, the brand positioning is different. Idol brands often have a distinct personality and fashion sense, while traditional brands focus on quality and reliability. The difference between the two also produces different effects. Idol brands can quickly gather a large number of fans, create topics and traffic, drive product sales and brand influence, but are also easily affected by the idol's personal factors, and the brand stability is relatively low. Traditional brands have a stable brand image and a solid market share, but lack flexibility and innovation capabilities, making it difficult to quickly increase brand popularity in a short period of time.

## **4 NewJeans: K-pop idol brand marketing strategy based on visual art**

K-Pop (Korean pop music) is not just a music form, it is a highly visual cultural phenomenon. The carving of visual art has significantly improved the communication effect of K-pop music. Visual art not only enhances the appeal of the music, but also provides fans with a rich audio-visual experience, creates a unique and eye-catching idol image, and strengthens the emotional connection between idols and consumers [2]. NewJeans' brand design team captured the direct impact of branded visual art on commercial revenue, as well as keenly observed the connection between the digital identity of the younger generation, and formed a K-pop idol brand marketing strategy based on visual art [3].

### **4.1 Font design**

Unlike most K-pop groups, NewJeans uses the same font for all visuals. The logo of NewJeans is changeable and diverse. The fonts of the first album are mainly mixed. For example, in the word "Attention", the font of the letter "A" is genty, the font of the first letter "t,n,i,o" is Helvetica Roman, the font of the second letter "n" is Alagard, the font of the letter "e" is Fairfax Italic, and the font of the third letter "t" is Bello. This mixed font style breaks the seriousness and dullness of a single font and caters to the eclectic aesthetics of Generation Z. The 2024 calendar still continues the mixed font style. The fonts used in the main title "NEW Jeans 24/7" are "NEUE HAAS GROTTESK, Mondwest, Cardinal Fruit Italic", and different thicknesses are used to form a visual hierarchy. This mixed style can strengthen the brand's visual recognition, making it stand out among many K-pop groups, enhancing the brand's uniqueness and appeal, and further attracting and consolidating the fan base.

### **4.2 Music videos**

NewJeans' style is youthful, colorful and close to life [4]. The "Attention" MV uses blue and green as the main colors, combined with bright sunlight, to present a retro-futuristic

aesthetic, perfectly blending nostalgia and modernity [5]. The "Hype boy" MV restores the American 90s style. The five MVs of the same name show the connection between people of different sexual orientations and skin colors from five perspectives. The use of digital scenes and transparent metal materials well presents the Y2K aesthetics. NewJeans breaks the inherent framework and uses the target market's way of thinking to express in a diversified way. The debut MV visual not only enhances the brand's appeal, but also achieves cross-cultural marketing through cultural inclusiveness [6]. The MV for the song "Ditto" in the second album recreates a Korean campus story in the late 20th century through a high school girl's DV camera. The picture quality and color tone have a sense of age, and are interspersed with low-fidelity video clips and glitch processing. The dual-perspective narrative through the two MVs, Side A and Side B, recreates the collective memory and trauma of East Asian K-pop fans and the protagonist, bringing the audience into a nostalgic mood and emotional resonance, successfully establishing a deep connection with fans, thereby strengthening the brand's emotional influence and achieving in-depth marketing.

The third album is a collaboration with the Powerpuff Girls. The MV for the song "NewJeans" integrates digital art, combining the image of the Powerpuff Girls with the five members, and presenting them in different dimensions, including "pencil sketches, 8-bit images, vector illustrations, outline cartoon 3D models, 3D models" and other forms of expression [7]. The paid app "Phoning" and the cheering sticks that will be available on the weverse shop in the future are embedded in the MV, giving the brand more commercial value. The MV of "Cool with You" cleverly quoted the classical oil painting "Soul Imprisoned by Cupid" for artistic expression. The scenes, costumes, tones and story lines in the MV were all influenced by the oil painting, creating a classical atmosphere. While paying tribute to classical art, it also enhanced the depth and connotation of the MV through visual language, greatly enhancing the artistic value of the brand [8].

NewJeans' MV cleverly uses visual themes to convey a deeper cultural narrative, and is a classic work of visual narrative [9]. At the same time, the design team accurately captured the aesthetic tendencies of Generation Z and strategically applied retro aesthetics and co-branded images in the visuals, making NewJeans stand out in the crowded K-pop field [10]. Behind the visuals, NewJeans faced the emotional appeals of Generation Z, created an identity for consumers, and intuitively and intriguingly displayed the brand image and conveyed the brand concept.

### **4.3 Physical albums and other products**

Fans buying physical albums are not just buying a product, but to a greater extent, getting closer to their idols [11]. The physical album of the first EP is divided into three versions. The Bluebook version is extremely rich in content, including "out book, log book, pin-up book, Phoning manual book, CD, ID card, sticker pack, photocard, miniposter". The Out Book adopts the half-tone grid style of the early printing industry, which fits the retro concept. The log book incorporates life-like visuals such as food advertisements, fashion magazines, and club posters into the design to enhance the emotional interaction with fans. The Phoning manual book effectively promotes the paid app "Phoning". The CD packaging paper bag is presented in the image of a floppy disk, which fits the overall retro atmosphere. The third EP "Get Up" physical album is also divided into three versions. The "Bunny Beach Bag" version has a built-in plastic handbag, which can be DIY like Crocs hole shoes, enhancing interactivity. It also contains postcards printed by the members themselves taking pictures of the scenery, so that fans can also experience a part of the idol and bring the fans closer to the idol. The fourth album "How Sweet" borrows the appearance of the retro vinyl record in the 1980s, which can be a good home decoration, showing visual taste

while showing musical taste. Digital media and digital art are also very important for the promotion of K-pop. NewJeans has collaborated with artists such as nakedcherry, miigoring, v1c3v1c3v1c3, Bakijoo and others on social media Instagrams to design albums, which adds interest to the visuals and helps promote the brand [12].

The outer packaging of the 2023 desk calendar set reproduces the image of the handheld DV camera in "Ditto", making the brand visually coherent. The 2024 desk calendar set is rich in content, including Outbox, Desk Calendar, Exposed Binding Diary, Photobook, Handbook, Year Poster, Mini Poster, Photo Frame Keyring & ID Portrait Set, Weekly Challenge cards, Digital Code Set, Stickers. Outbox combines the images of the five members with clocks to highlight the theme of this 24/7 with NewJeans. The product continues the mixed font style of the debut album, with yellow, green, blue and orange as the main colors. The photos of the five members are matched with code images and notebook sticker elements to create a bright and relaxing experience for consumers.

As an indispensable item in concerts and various offline cheering activities, NewJeans' cheering stick is designed as a minimalist rabbit head. The special thing is that the rabbit's eyes can be replaced with other eyes or letters. While meeting the personalized needs of consumers, it can continue to launch new replacement eyes to increase commercial revenue.

Through diversified, personalized and aesthetically pleasing physical products, NewJeans successfully caters to the preferences of different fans, making the brand visually consistent and fresh, further enhancing the brand's artistic taste and market appeal, and achieving long-term development and in-depth marketing of the brand.

#### **4.4 Social media**

The popularity of NewJeans reflects that Generation Z has become the main consumer group in the entertainment industry [13]. For Generation Z, that is, the Internet generation, they attach great importance to the spiritual connection established with their peers in the online world. The brand team of "NewJeans" meets this demand and created a paid APP "Phoning". Phoning is not only the main channel for fans to obtain the latest information, but also enables fans to have a deeper understanding and participate in NewJeans' dynamics through a variety of interactive functions.

Brands need to make full use of brand information and use simple visuals to display brand connotations [14]. Phoning's logo is bright green with a white pixelated letter P as the main body, which can be recognized at a glance among many social apps. The welcome interface is simple and clean, guiding users and potential users to quickly log in or register. The main interface is continuously updated according to each comeback style or important event, combining members' photos with each design style in a collage-like manner, mainly using soft tones such as light blue, light pink, light orange and other colors, which are in line with NewJeans' young and fresh brand image. The icons in the APP have good brand recognition, and the click area is large enough to avoid accidental touches, making the interactive experience smooth. "Phoning" is highly consistent with NewJeans' brand image. The combination of visuals and interactions enhances fans' sense of participation and belonging. At the same time, through paid content and highly interactive social media strategies, brand loyalty and commercial revenue have been successfully improved.

### **5 Conclusion**

NewJeans stands out in the K-pop idol market through its unique visual art brand marketing strategy. This strategy is not only reflected in music and performance, but also through various innovative designs and promotion methods, which comprehensively enhances

brand influence and fan loyalty.

First, in terms of font design, NewJeans' visual materials all use mixed font design, which not only conveys the brand personality, but also enhances visual impact and recognition. Secondly, in the visual of the MV, NewJeans shows its deep understanding and keen perception of art. The MV is mainly retro in style, with a clear storyline, and most of them use multiple perspectives for complete narrative. At the same time, digital art is used to broaden visual possibilities, quote classics to increase brand connotation, and enhance artistic value. In addition, in terms of physical albums and peripheral products, physical albums are rich in content and unique in design, and peripheral products are practical and have aesthetic value. These physical products have cooperated with well-known IPs and artists many times, and these practices have greatly stimulated fans' desire to consume and collect. Finally, social media Phoning is a more direct and interactive communication channel between NewJeans and fans. This highly interactive social media strategy not only increases fans' sense of participation and belonging, but also enhances brand affinity and loyalty.

In summary, NewJeans' successful experience in idol brand marketing lies in its unique visual image, music works that directly touch the hearts of the audience, and flexible social media strategies. These factors have helped them quickly attract a large number of Generation Z fans and establish a strong brand influence worldwide. This brand marketing strategy based on visual arts has created a K-pop idol brand with unique artistic charm and great commercial value, which has brought new inspiration to the K-pop industry and promoted the development of related industries, highlighting the important position of idol economy in the modern cultural industry.

The limitation of this paper is that it fails to fully cover all possible influencing factors, mainly focusing on visual arts. Due to space limitations, the discussion of other marketing strategies is relatively insufficient. Future research can consider more extensive data collection and multi-angle analysis to further verify and enrich the research conclusions.

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