

## Project: K-pop Dance Contest

- **goal of the project:** I made the dance competition related to K-pop which has recently become widely popular around the world. My intention was to raise awareness about Korea through this popular genre of music. As a main tool for promoting this contest served #kpopUPOLcontest - therefore, I tried to raise awareness about Korean studies in Olomouc as well.

- **short analysis of the contest:** Since I'm from Slovakia, I was trying to promote this contest not only in Czech Republic, but also in Slovakia (even though primary focus was still on Czech Republic).

I was promoting the contest mainly through social media (Instagram and Facebook = some of the most used social media in Czech Republic) - I posted a main poster (pic.1) with all the information and rules (pic.2) on my profiles, plus, I also added the link to this poster to some K-pop related fan groups on Facebook and wrote to some sites which are posting K-pop related things if they could post my contest poster (pic.3; pic.4).

My target was to let the people who are interested in Korean culture know about this event and then let them promote the contest the most possible. This was ensured also by #kpopUPOLcontest. The contestants who participated in the contest were supposed to add this hashtag to their posted video on Youtube and also on Instagram, so that all the people who will see their video will automatically see the hashtag. This was supposed to make it easier to raise the awareness about the contest.

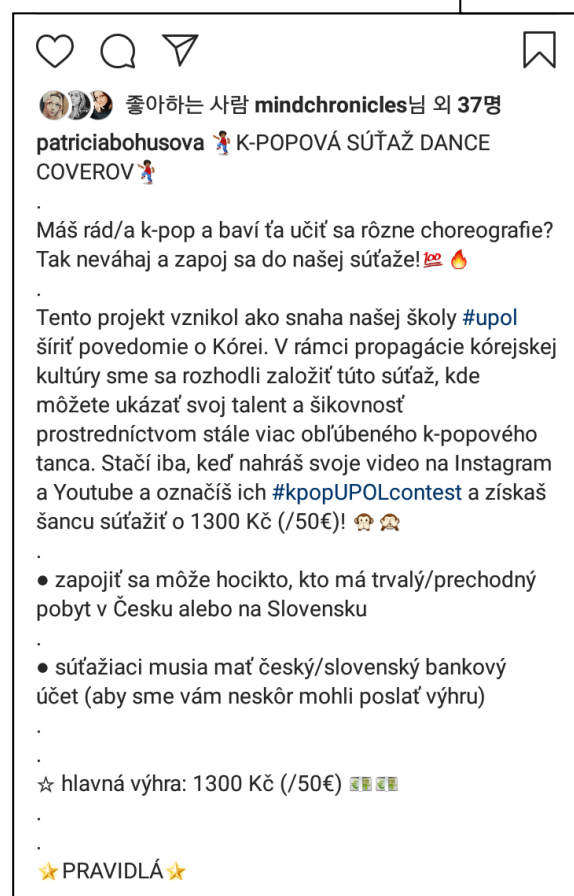
The most important thing in evaluating the contestants was the number of likes and views on videos. The contestants were therefore encouraged to share and promote their videos (which also helped in getting better recognition of the event).

As the primary motivation for people to participate served prize (1 300 Kč). Apart from money, another reason to participate could be that there is not a lot of K-pop competitions in Czech Republic - even though people who do K-pop dance covers seem to like this kind of events. Plus the whole contest was online - therefore it was up to the contestants where they want to film the video - they didn't have to come to a specific place where the contest would be held, they could comfortably shoot at their homes.

The contest lasted for a month, so the contestants had quite a lot of time to participate. I also made a special e-mail (pic.5) for this occasion where the contestants would send their applications.



Pic. 1



Pic. 2

Another strategy to raise interest for this contest was a special secondary prize. Anyone who tagged at least 5 of his/her friends under the post had a chance to win a special surprise award which consisted of things related to Korea and K-pop. Thanks to people tagging at least 5 other people, the awareness of contest grew even more.

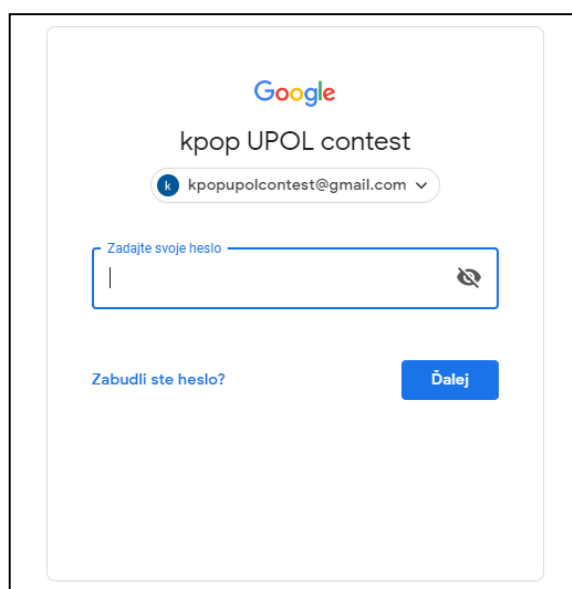
Apart from online promotion, I also tried to promote the contest with paper posters in Olomouc. I placed them mostly in the places where students could find them - in dormitories, at university, in library (pic.7-19).

**- results of the project:** In the end, there were 5 applications (pic.6) for the contest. From the views and likes of the videos (pic.20, for more information, check the links to the contestants' videos), we could say that the contest was pretty succesful. Especially thanks to the 2 well known Czech k-pop dance cover groups, the contest could reach even larger audience.

After every week, I posted regularly a new poster (pic.21) to remind people of how much time had passed and to encourage them to participate. Thanks to that strategy, I was able to reach to people who had missed the first annoucement of the contest and to attract more potential participants.

Except me, 1 quite popular fansite among Czech and Slovak k-pop fans also re-posted some of the contest's videos (pic.22-23) and the participants themselves did a good job in promoting their videos as well (pic.24).

As for the results of the tag event (=chance to win a special prize), there were 3 participants (pic.25-26).



Pic. 5


- súťaže sa môže zúčastniť skupina/jednotlivec
- účastníci môžu nahráť max. 3 dance covery
- dance cover musí byť na k-popovú pesničku v kórejčine (NIE k-popová verzia v inom jazyku)
- súťažné video musí byť nahrané na internet v dobe 15.4. - 15.5. 2019
- video treba nahráť na Instagram a Youtube, a oba príspevky označiť **#kpopUPOLcontest**
- treba poslať prihlášku na kpopupolcontest@gmail.com (1. meno/názov skupiny, 2. počet + mená členov, 3. zoznam súťažných videí + linky na Youtube)

Doba súťaže trvá od 15.4. do 15.5. 2019. Počas tejto doby budú jednotlivé videá priebežne skúmané a hodnotené. Po skončení súťaže sa videá vyhodnotia a do týždňa bude vyhlásený víťaz. Víťazné video bude vybraté na základe hodnotenia poroty a samozrejme reakcií divákov. Preto, ak chceš zvýšiť svoje šance na výhru, nezabudni svoje video zdieľať medzi priateľmi! Porota bude prihliadať aj na pozretia a lajky jednotlivých videí. Okrem toho bude

← 댓글

Okrem toho bude hodnotené technické prevedenie a stage charizma súťažiaceho/ich. Výhercu kontaktujeme prostredníctvom mailu, z ktorého nám odošle prihlášku. 😊👍👍

5주



**patriciabohusova** ☆ ved'ajšia cena: k-popové prekvapenie (produkty, ktoré súvisia s k-popom alebo Kóreu) 🇰🇷🇷🇺🌸💖

Okrem hlavnej ceny máme pre vás pripravenú aj VED'AJŠIU CENU! Ak pod tento príspevok označíš aspoň 5 ĽUDÍ, si automaticky zaradený do hlasovania o toto špeciálne prekvapenie. Svoje šance na vylosovanie môžeš zvýšiť tak, že označíš viac ľudí vo viacerých komentároch. Šťastného výhercu kontaktujeme prostredníctvom DM po skončení súťaže. 😊😂👍👍

Nezabudnite lajkovať, komentovať a zdieľať! 👍🗨️👤

Pic. 2



Pic. 7

Pic. 8

· V prípade akýchkoľvek otázok nás, prosím, kontaktujte na mail: [kpupopolcontest@gmail.com](mailto:kpupopolcontest@gmail.com) .

· \*Vstupom do súťaže dávate usporiadateľovi právo použiť vaše súťažné videá a osobné informácie na propagáciu a reprezentáciu súťaže.

5주 답글 달기



patriciabohusova #kpopcontest #kpopsoutez #kpopsutaz #kpopinczechrepublic #kpopinslovakia #palackyuniversity #kpop #korea #czechrepublic #slovakia #dancecover #dancecovercontest #dancecoversoutez #dancecoversutaz #kpopdancer #czechkpop #kpopslovakia #kpopdancecover #sutaz #soutez #tanec #kpopdancer #cesko #slovensko #ceskarepublika

5주 답글 달기

Pic. 2

[https://www.facebook.com/pg/Kpop-CzechSK-Fans-354858447928467/about/?ref=page\\_internal](https://www.facebook.com/pg/Kpop-CzechSK-Fans-354858447928467/about/?ref=page_internal)

Kpop Czech/SK Fans

**KPOP CZECH/SK FANS**

Kpop Czech/SK Fans

Domov

Informácie

Fotky

Videá

Príspevky

Komunita

Informácie a reklamy

**PROTOŽE FANDOM JE JEDNA VELKÁ RODINA**

Člen

Páči sa mi to

Sledované

Zdieľať

Informácie

INFORMÁCIE O STRÁNKE

Založené: 26. júla 2012

KONTAKTNÉ ÚDAJE

[m.me/354858447928467](https://m.me/354858447928467)

<http://one-of-a-kind23.webnode.cz>

Páči sa to 952 ľuďom vrátane používateľa Domča Švecová a 4 priateľov

Člen

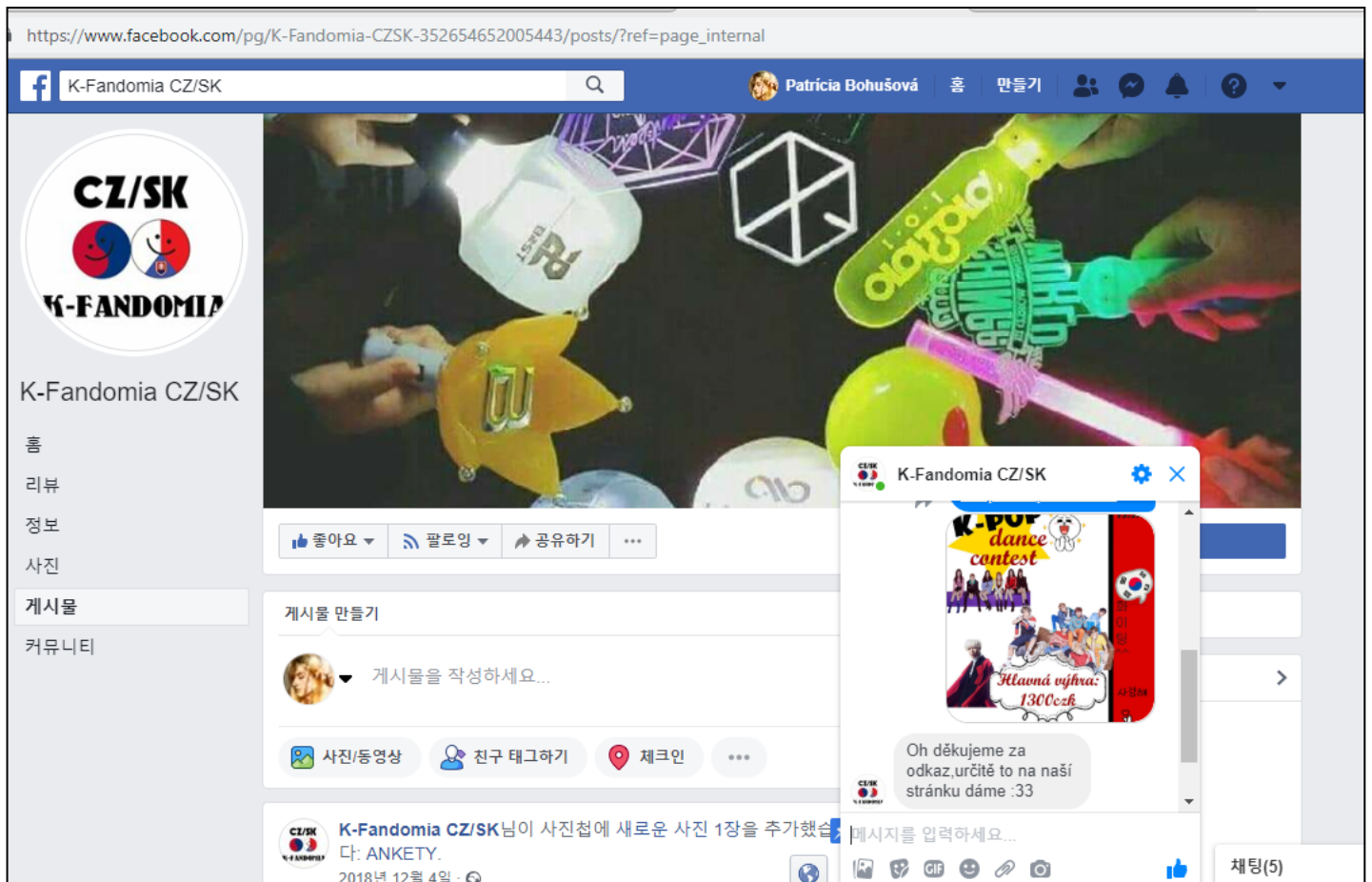
kpopová súťaž v dance coveroch, tak som sa chcela spýtať či by ste náhodou nemali zaujem to zdieľať na vašej stránke že by to možno niekoho zaujalo 😊 tu je link: <https://www.instagram.com/p/BwRp2xzH0oP/>

Instagram Post by Patricia. • April 15, 2019 at 02:16PM CEST

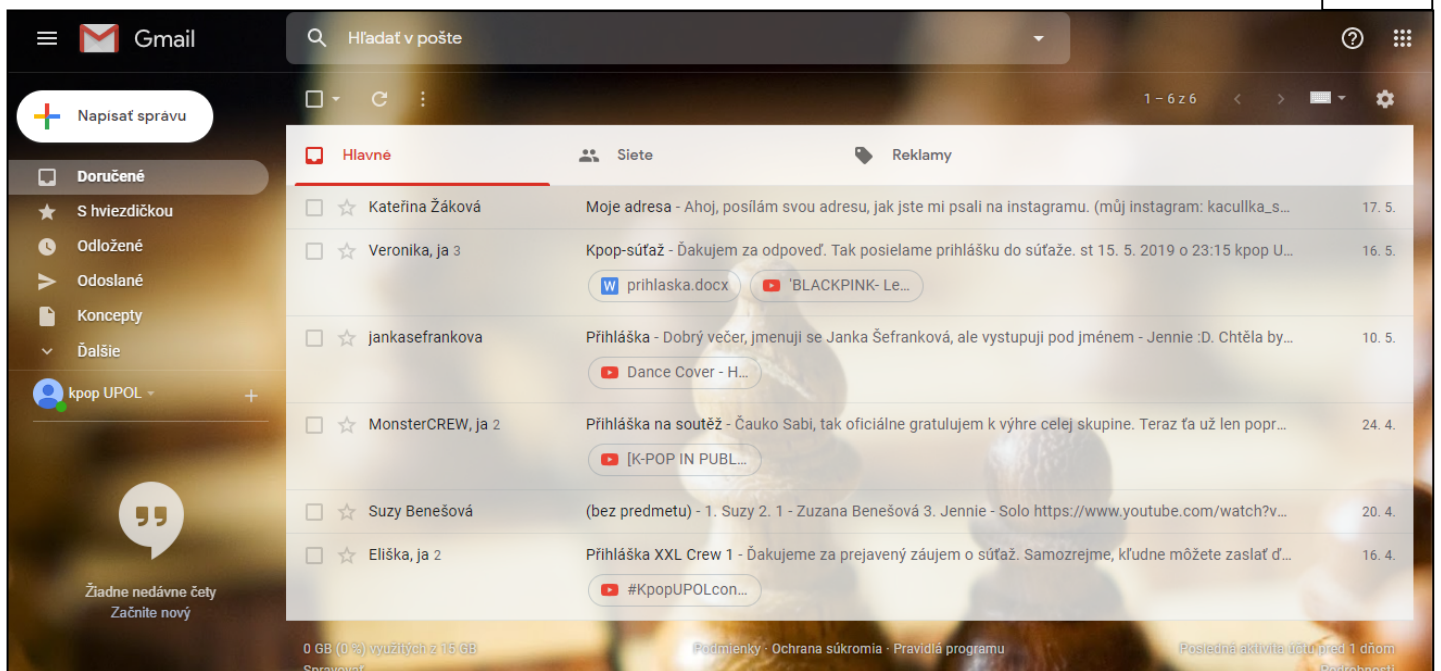
Čet (35)

Pic. 3





Pic. 4



Pic. 6



Pic. 9



Pic. 10





Pic. 11



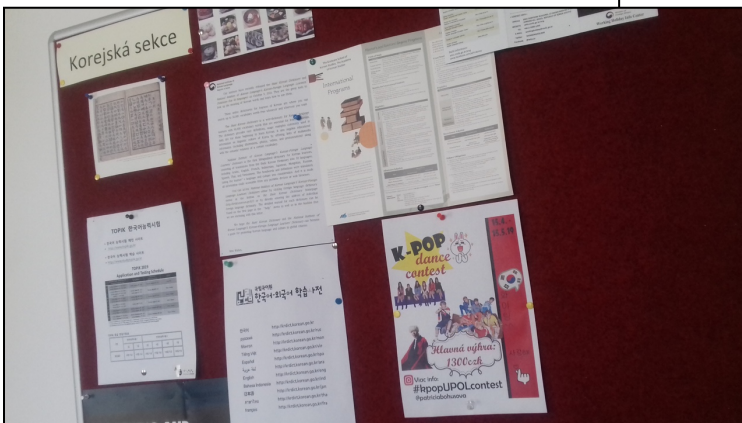
Pic. 12



Pic. 13



Pic. 14



Pic. 15



Pic. 16



Pic. 17

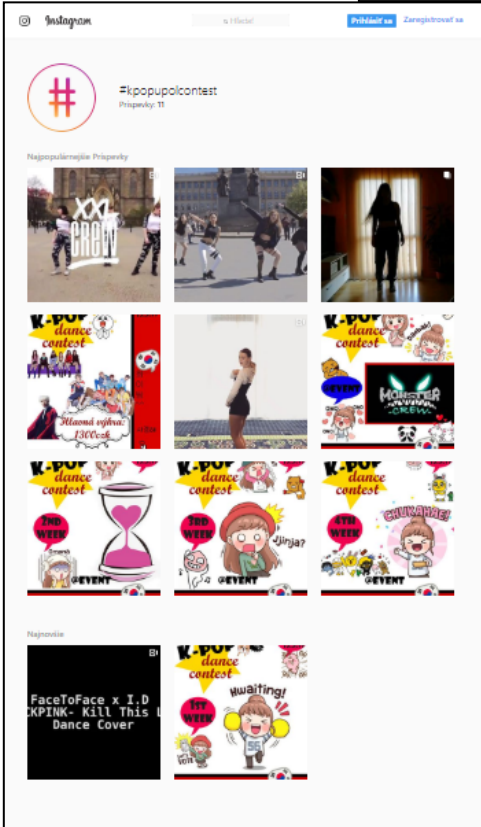


Pic. 18

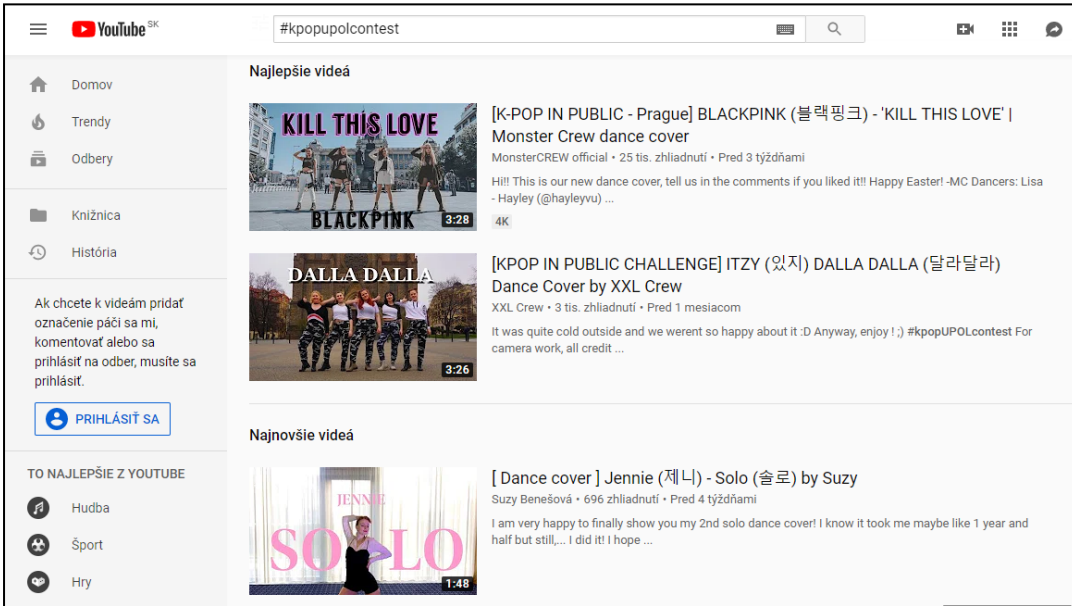




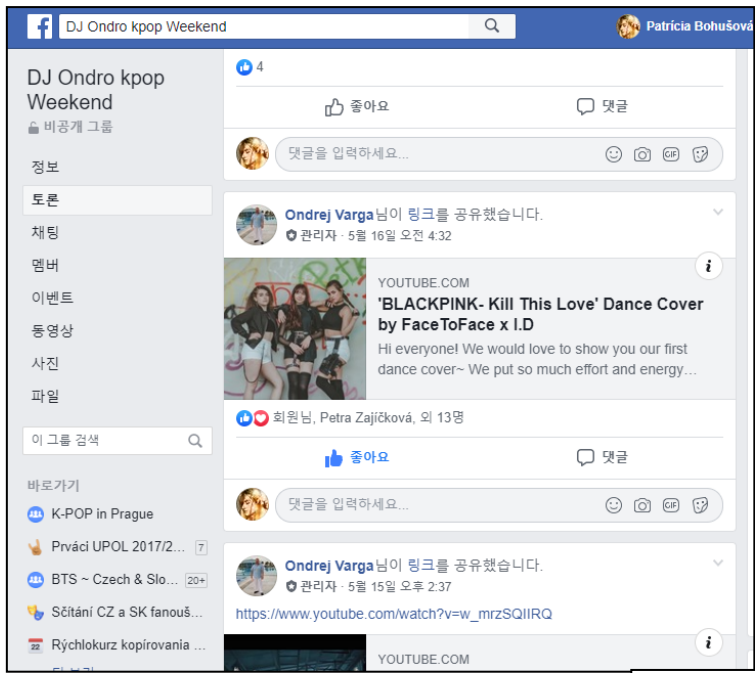
Pic. 19



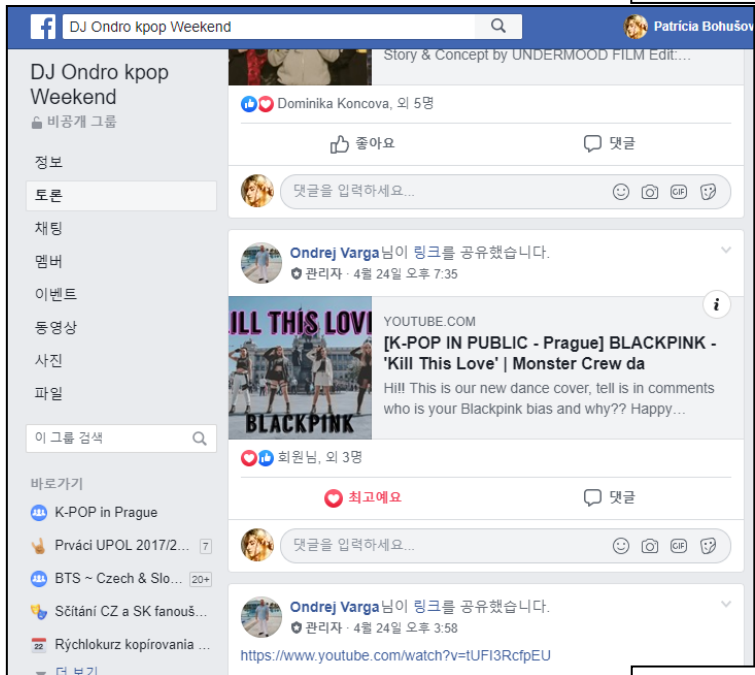
Pic. 21



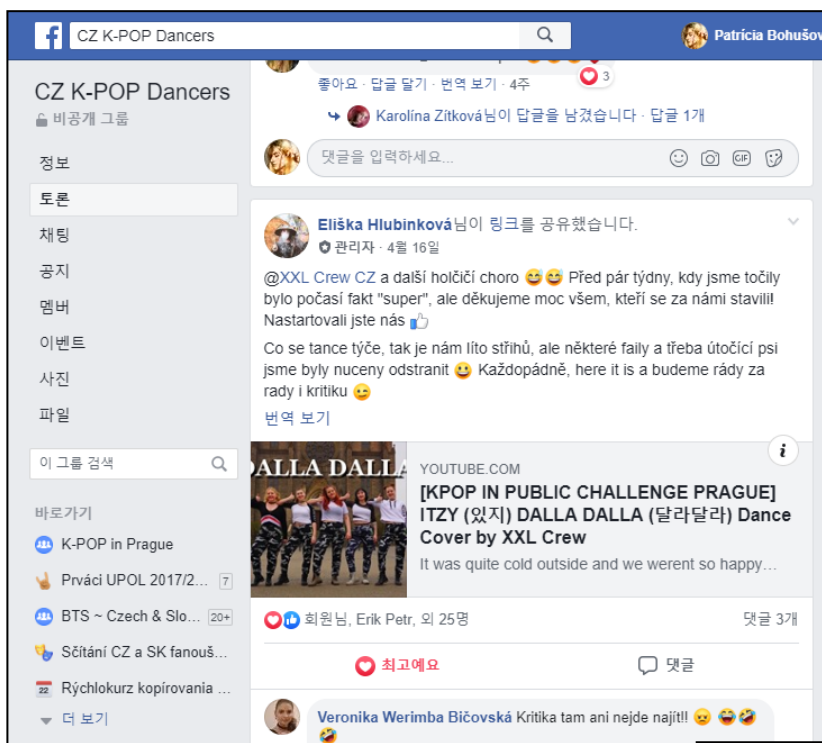
Pic. 20



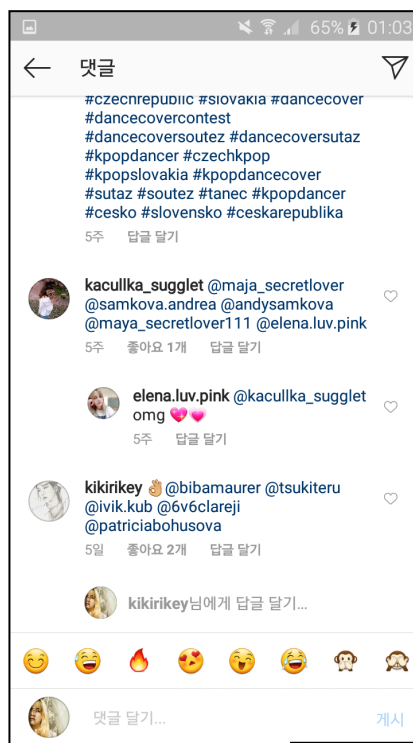
Pic. 22



Pic. 23



Pic. 24



Pic. 25



Pic. 26

## Links to the contestants' videos:

- 1) [https://www.youtube.com/watch?v=NDm\\_BFkBHjI](https://www.youtube.com/watch?v=NDm_BFkBHjI)
- 2) <https://www.youtube.com/watch?v=xKBgPZcTzz4>
- 3) <https://www.youtube.com/watch?v=XbguxBqYid0&feature=youtu.be>
- 4) [https://www.youtube.com/watch?v=j72XZdbutqA&feature=youtu.be&fbclid=IwAR06w4WeNxpqGKj2DY9WpRn\\_16FFbjceGPrGUwuHUvsoe1EE2tZZ6l8XQY](https://www.youtube.com/watch?v=j72XZdbutqA&feature=youtu.be&fbclid=IwAR06w4WeNxpqGKj2DY9WpRn_16FFbjceGPrGUwuHUvsoe1EE2tZZ6l8XQY)
- 5) <https://www.youtube.com/watch?v=Ki8s9HjpE60>