BIG BANG vs ONE DIRECTION

20TWENTY INSIGHTS REPORT

A social intelligence report on Big Bang and One Direction across Singapore, Hong Kong, Indonesia and Malaysia - July 2015
INTRODUCTION

VOLUME ANALYSIS
Sorry One Direction, Asians love Big Bang more.
How far ahead of One Direction is Big Bang in Asia?

GENDER ANALYSIS
Do Men care about boy bands more than women?

SENTIMENT ANALYSIS
Sentiments indicate that Singaporeans crave equally for Big Bang and One Direction.

LANGUAGE ANALYSIS
English speaking fans are far more vociferous about both the bands on social media than Non-English speaking fans.

PLATFORM ANALYSIS
Fans prefer Twitter to all other platforms to talk about the two bands.

FANS ANALYSIS
A no-brainer - Harry Styles is the most talked about member of One Direction.
What are the fans doing? Buying or Selling around their favorite band?
The Award for the most vociferous BB fan goes to!
The Award for the most vociferous OD fan goes to!
Everywhere Big Bang takes a lead but has One Direction beaten them where it matters the most
INTRODUCTION

Meet Big Bang and One Direction - the boy bands that are rocking the world of music. Fans are going crazy about them and brands are clamoring to associate with them. Big Bang has earned more than half a billion views on their YouTube channel and One Direction has entered the Guinness World Records as the first act to debut at No. 1 on the Billboard 200 albums chart, three times over.

With so much hype around these two international bands, social media is flooded with conversations, sentiments and audience insights. Who is more popular on social media? Do men make a crazier fan base? Which country is welcoming which band more? These are just a handful of questions that we have answered in this report across Singapore, Indonesia, Malaysia and Hong Kong.

Using 20/Twenty, a next generation social intelligence platform, we have pulled out some hot and latest insights from social media about these two bands from over 22,000 social media conversations.

This report assures you an exciting journey into love-hate relationship of fans with the two popular boy bands - Big Bang and One Direction.
Big Bang takes the lead in every country. Singapore proves to be a neutral country with almost an equal percentage of share-of-voice for both the bands. Overall, Big Bang has almost double the percentage of share-of-voice as One Direction.

**COUNTRY-WISE SPLIT**

- **Indonesia**: 62.81% for Big Bang, 37.19% for One Direction
- **Malaysia**: 84.95% for Big Bang, 15.05% for One Direction
- **Hong Kong**: 85.84% for Big Bang, 14.16% for One Direction

**OVERALL**

- **Big Bang**: 33.99%
- **One Direction**: 66.01%

**HOW FAR AHEAD OF ONE DIRECTION IS BIG BANG IN ASIA?**

From within a huge social chatter across multiple channels, we have pulled out the popularity ratio of Big Bang Vs. One Direction, using 20/Twenty insights.

- Hong Kong simply loves to talk about Big Bang.
- In Singapore One Direction misses the winning position by a narrow margin.

Big Bang wins in every country. Hong Kong proves to be the biggest driver of social conversations for Big Bang with five times more conversations than One Direction.
Surprisingly in Hong Kong, a higher percentage of men talk about One Direction as compared to women!

Malaysia is equally split between men and women for One Direction.

Rest everywhere, as expected women take a lead over men for both the bands.

**GENDER ANALYSIS**

**DO MEN CARE ABOUT BOY BANDS MORE THAN WOMEN?**

Both genders are equally as opinionated about these international sensations. Even though the men don’t admit they enjoy listening to these cheesy love songs, some results prove otherwise. See them for yourself!

**HIGHLIGHTS**

- Surprisingly in Hong Kong, a higher percentage of men talk about One Direction as compared to women!
- Malaysia is equally split between men and women for One Direction.
- Rest everywhere, as expected women take a lead over men for both the bands.

<table>
<thead>
<tr>
<th>Country</th>
<th>BIGBANG Male</th>
<th>BIGBANG Female</th>
<th>ONE DIRECTION Male</th>
<th>ONE DIRECTION Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesia</td>
<td>26.14%</td>
<td>73.86%</td>
<td>36.34%</td>
<td>63.66%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>37.25%</td>
<td>62.75%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>12.46%</td>
<td>87.54%</td>
<td>33.33%</td>
<td>66.67%</td>
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<tr>
<td>Singapore</td>
<td>25.53%</td>
<td>74.47%</td>
<td>30.32%</td>
<td>69.68%</td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td><strong>26.58%</strong></td>
<td><strong>73.42%</strong></td>
<td><strong>36.76%</strong></td>
<td><strong>63.24%</strong></td>
</tr>
</tbody>
</table>

**MALE** | **FEMALE**

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20TWENTY INSIGHTS
Music and sentiments go hand in hand. Using 20/Twenty Sentiments Analysis System, we have tried to understand the love-hate equation each brand has with their fans.

HIGHLIGHTS

- Hong Kong seems to be in love with Big Bang whereas Malaysia is giving them a tough time!
- Overall, Big Bang has more positive sentiments
- One Direction stands out in Singapore with higher positive sentiments as compared to the overall region.
The percentage of English speaking fans in Singapore is almost the same for Big Bang and One Direction, although, One Direction is in the lead.

The percentage of non-English speaking fans for both the bands is lowest in Singapore.

20/Twenty insights reveal that people of all ethnicities and languages whether English or not, love to talk about Big Bang - way more than One Direction. Do Asians find Big Bang’s music better? Or is it the boys that are cuter?

ENGLISH SPEAKING FANS ARE FAR MORE VOCIFEROUS ABOUT BOTH THE BANDS ON SOCIAL MEDIA THAN NON-ENGLISH SPEAKING FANS.

HIGHLIGHTS

- The percentage of English speaking fans in Singapore is almost the same for Big Bang and One Direction, although, One Direction is in the lead.
- The percentage of non-English speaking fans for both the bands is lowest in Singapore.
Big Bang turns out to be Malaysian favorite.
Singapore favours One Direction.
Hong Kong needs to warm up to One Direction’s charms.

**INDONESIANS ARE CRAZY ABOUT BOY BANDS!**

What footprints have Big Bang and One Direction left across Singapore, Malaysia, Indonesia and Hong Kong?

**HIGHLIGHTS**

- Big Bang turns out to be Malaysian favorite.
- Singapore favours One Direction.
- Hong Kong needs to warm up to One Direction’s charms.
Although Harry is the most talked about celebrity from One Direction, Taeyang of Big Bang beats him in the overall match.

T.O.P from Big Bang is the second most popular celebrity after Taeyang.

Clearly Big Bang band members are more popular than One Direction members.

Enough about Big Bang and One Direction! Let’s take a peek into the popularity ranking of each of the band members- The Boyz!!!

A NO-BRAINER - HARRY STYLES IS THE MOST TALKED ABOUT MEMBER OF ONE DIRECTION.

HIGHLIGHTS

- Although Harry is the most talked about celebrity from One Direction, Taeyang of Big Bang beats him in the overall match.
- T.O.P from Big Bang is the second most popular celebrity after Taeyang.
- Clearly Big Bang band members are more popular than One Direction members.
WHAT ARE THE FANS DOING? BUYING OR SELLING AROUND THEIR FAVORITE BAND?

Fans display their affection for their favorite musical band in many ways, by going for concerts, buying merchandise, music and more. Using Twitter data, we have tried to understand what is happening more, buying or selling?

**HIGHLIGHTS**

- Higher percentage of fans are ‘buying’ around One Direction than Big Bang
- Selling conversations for both the bands is lower in percentage than buying conversations.

*Data represents collective information from Singapore, Indonesia, Malaysia and Hong Kong*
Asia is represented by- Singapore, Indonesia, Malaysia and Hong Kong

We picked 'Love You' as a term and searched social media using 20/Twenty for finding out, which band out of One Direction and Big Bang has a maximum of them. After all there is no better word than 'love' that describes 'love'!

To check out some of the exciting raw conversations around Big Bang and One Direction, please write to us at info@circussocial.com

Everywhere Big Bang takes a lead but has One Direction beaten them where it matters the most

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One Direction wins.....marginally.

LOVE YOU + POSITIVE SENTIMENT

One Direction wins....marginally.

LOVE YOU + POSITIVE SENTIMENT

42.86%

57.14%
Circus is a social intelligence company and we recently launched 20/Twenty a next-gen social intelligence platform that helps users make sense of the vast amounts of social data being created in real time for better marketing, product and business decisions.

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