

BE PART OF
**SOMETHING
UNFORGETTABLE**

★ IN JAKARTA ★

*Join us and be part of
a night we'll never forget.*

★
SEE YOU THERE!



2026 PAGAEHUN SOLO CONCERT

PROMOTED BY

NEW CONTENT WAVE
KOVee

**SYNERGY
ENTERTAINMENT**

Who We Are?



Official partnership partner leading sponsorship strategy, brand integration, and activation design

WENOTIFT is a cultural-commerce intelligence agency operating at the intersection of brands and Asia's most influential entertainment ecosystems.

From K-POP and Korean celebrities to C-POP, Japanese artists, J-Rock, and Thailand's emerging industry, we architect partnerships that transform cultural moments into scalable brand outcomes.

SYNERGY ENTERTAINMENT is an artist-led, fan-driven live music promoter, focused on creating authentic concert experiences.

OUR MISSION

To help brands unlock cultural relevance, market impact, and growth through entertainment-powered ecosystems.

What We Do?

01/ Brand Partnership

Brand Ambassador and Talent Collaboration Strategy

02/ Brand Sponsorship

Concert Sponsorship and Fan Experience Strategy

03/ AI-Native Platform

AI-Native Entertainment Partnership Intelligence

04/ Marketing Insights

Live Market Intelligence and Cultural-Insight Marketing



Event Snapshot



Format, Location and Content Engine



An Exclusive Night of Music, Stories & Fan Connection
400 curated attendees..

An intimate live concert experience designed to create genuine emotional connection through music, and shared moments.

PAGAEHUN LIVE PERFORMANCE



- Signature hit songs
- Fan favorite tracks
- Acoustic special stages
- Exclusive Jakarta performance



A structured **"Nostalgia Trip"** content system:

- High-quality V-logs shot across Jakarta
- Capturing moments before, during, and after the event
- Blending artist journey, city narrative, and fan interaction



WHY THIS FORMAT WINS

- Intimate concert atmosphere
- Strong audience engagement
- Premium fan experience
- High brand visibility per attendee



BRAND MOMENTS

- Entry experience
- On-stage integration
- Fan interaction segments
- Exclusive merch & exclusive access



AUDIENCE SEGMENTS

- Gen Z & Young Millennials
- Emotion-driven fans
- High sharing behaviour
- High purchase intent



A MULTI-LAYERED EXPERIENCE

- Live Music Performance
- Emotional Audience Connection
- Social Sharing Moments
- Multiple Brand Touchpoints

Artist Profile & Music Highlights

박태훈
PAGAEHUN



A South Korean singer-songwriter who gained widespread popularity across Southeast Asia, particularly in Indonesia, after his hit song "Play with Me" went viral and topped **Spotify's Viral 50 charts** in multiple countries.

Known for his warm vocals, relatable lyrics, and engaging personality, he has built a strong Gen Z following through songs such as "**Hi+Fiv3**" and "**How to Use You**", while continuing to grow his international fanbase across Asia. Indonesia has become one of his strongest and most engaged fan markets.

Music Highlights

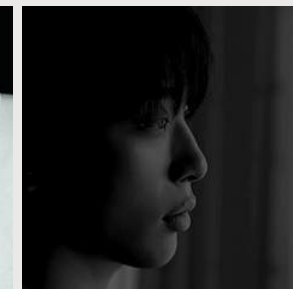
Featured Releases



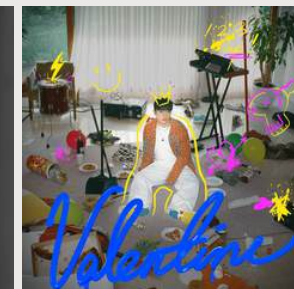
The Manual (2026)



OoAA (2026)



First Wish (2025)



Valentine (2025)



Yume (2025)



Hi+Fiv3 (2025)



Sorry Not Sorry OST Part 4 (2025)



Exam (2024)



Play With Me (2024)



You know what I mean (2023)

What Makes Him Valuable to Brands

1

VIRAL APPEAL

Music-driven content naturally generates shares & engagement among Gen Z.

2

INDONESIA POPULARITY




One of his strongest fan communities is located in Indonesia

3

MUSIC & CONTENT VALUE

Live performances and sing-along moments create highly shareable content opportunities.

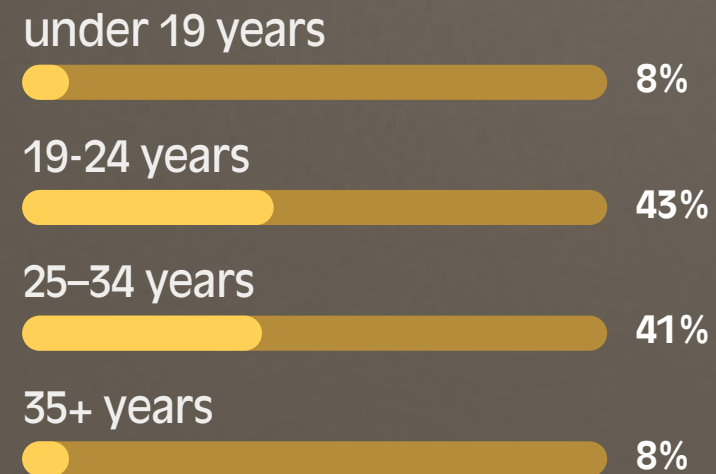
Recognition

-  **Viral Trendsetter:** Creator of the global Do-Re-Mi and Play With Me
-  **Songwriter :** Composer and writer of a smooth, Gen Z-focused
-  **Regional Powerhouse:** A key figure with a massive fans in Indonesia

Market and Audience Insights

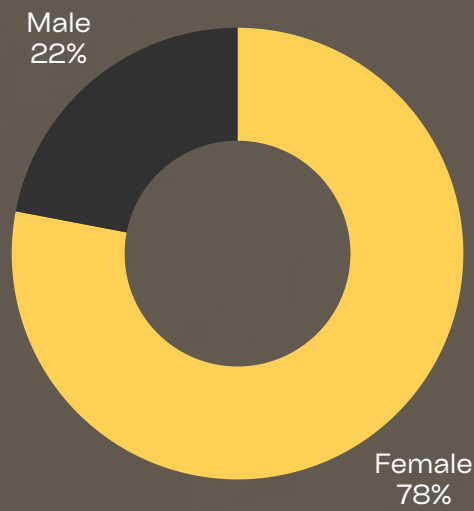
Indonesia's K-Culture Generation Drives Deep Fan Engagement

By Age Group



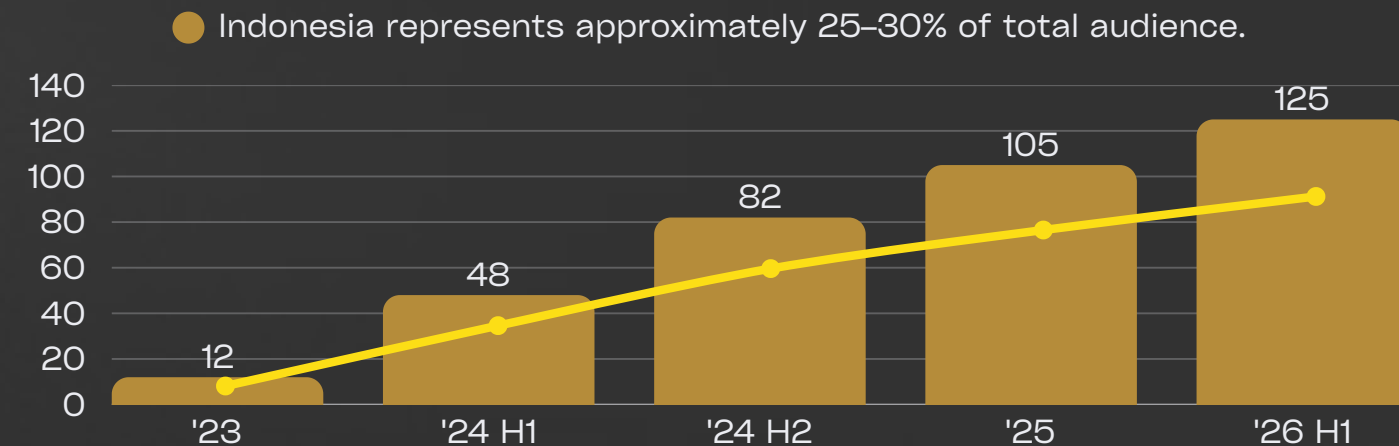
Based on social media and event attendance patterns

Gender Distribution



Pagaehun audiences are typically female-skewed

Global Audience Growth Signals



These figures are consolidated estimates based on audience viewership, social media followers, fan community activity, concert attendance patterns, and digital engagement trends.

Fun-Facts about Pagaehun & Indonesia

3.6M+ Views on "Play With Me"

"Play With Me" became Pagaehun's most-viewed release and significantly increased his visibility among Indonesian audiences.

Jakarta: A Major K-Culture Market

Jakarta consistently ranks among Southeast Asia's most active markets for Korean entertainment and fan communities.

Mobile-First Consumption

Over 80% of users consume content via mobile, with TikTok, Instagram, and streaming platforms driving daily viewing and sharing behavior.

Real Fan Signals

- Pagaehun's breakout song "Play with Me" reached No.1 on Spotify Indonesia's Viral 50 chart after going viral across social media.
- Pagaehun's "Play with Me" generated more than 200M+ views and was used in over 450K social media posts.
- Indonesian fans actively create, share, and engage with Pagaehun-related content across TikTok, Instagram, and YouTube.
- Audience engagement is driven by music, nostalgia, and emotional connection rather than fandom alone.
- The Jakarta concert represents one of the few opportunities for Indonesian fans to experience Pagaehun live.

Why Music & Fan Communities Drive Brand Relevance

Authentic Experiences Create Stronger Consumer Engagement



Event Context

- Exclusive live concert experience
- Intimate 400-attendee environment
- High audience engagement and participation
- Premium setting for meaningful brand interactions



Audience Profile

- Majority aged 19–34
- Gen Z & Young Millennials
- Active on TikTok, Instagram, and YouTube
- Strong purchasing influence across lifestyle categories
- Highly engaged with entertainment, fashion, beauty, food, and travel



Engagement Behavior

- Fans capture close-up visuals (face, styling, moments)
- High interest in appearance, grooming, and lifestyle details
- Content shared through Reels, TikTok, & fan edits
- Engagement continues after the event through content



Why It Fits Consumer Brands

What brands can expect

- Intimate environment enables stronger brand recall
- Content-driven format creates natural product visibility
- Audience behavior aligns with lifestyle consumption
- Social sharing extends brand exposure beyond the venue
- Multiple touchpoints across online and offline experiences

End-to-End Consumer Brand Integration Opportunities

Built for product relevance, content visibility, and long-term brand recall



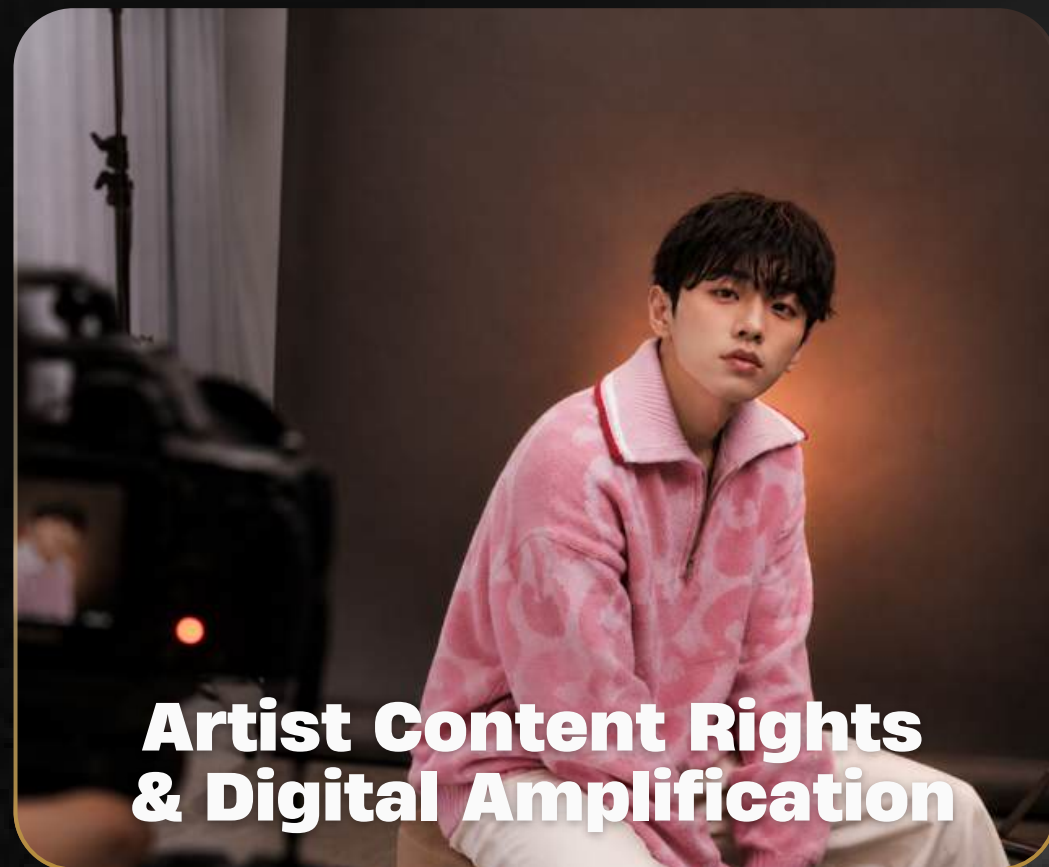
Pre-Event Campaign Launch



Backstage & Onstage Brand Integration



On-Ground Experience Activation



Artist Content Rights & Digital Amplification



Limited Bundle Pass



Event, Vlog & Social Content Visibility

1). Pre-Event Consumer Campaign Launch

Converting fan anticipation into early product demand

ACTIVITIES OVERVIEW

Before the event, brands can launch limited-edition products, promotional campaigns, membership programs, or exclusive experiences leveraging artist content and fan anticipation to drive awareness, engagement, and early consumer action.

Pre-Event Conversion

→ Anticipation → Purchase → Content Loop



Brand launch limited-edition product bundles before the event.

→ Anticipation → product interest
→ Artist → brand association

HOW THIS WORKS

A phased product integration approach that builds anticipation before the event, activates engagement during the event, and sustains visibility after the event.

Pre-Event

- Limited-edition bundle launch with artist visuals + collectible photocards
- Teasers, routine content, early seeding

D-Day (Event)

- Product visible across backstage, stage, and fan interaction moments
- Real-time content capture (fans & media)

Post-Event

- Vlogs and behind-the-scenes contents
- Continued circulation across social media

Urgency & Virality Integration

- Limited creates urgency and collectibility
- Artist association increases perceived value
- Fans capture and share product organically
- Content spreads through social media

Trial & Endorse Phase

- Product trial through sampling and backstage exposure
- Natural endorsement through usage/ presence
- Builds familiarity before formal campaigns

2). Backstage & Onstage Brand Integration

Turning preparation and live moments into continuous brand visibility and content

ACTIVATION OVERVIEW

Brands are integrated across backstage preparation, venue experiences, and selected onstage moments, creating continuous visibility throughout the audience journey and content ecosystem.

Live Visibility Loop

→ Preparation → Live Moment → Content
→ Amplification



Product integrated across event preparation and live moments

→ Preparation phase → product exposure
→ Live moment → fan capture

HOW THIS WORKS

A dual-layer integration approach that combines backstage authenticity with onstage visibility, creating a continuous flow of brand presence across the event.

1 Backstage Brand Integration

- Brand presence within artist preparation areas
- Visible during artist preparation (with or without direct usage)
- Fits naturally within the behind-the-scenes content
- Captured by crew and backstage footage

2 Onstage (Live Brand Moments)

- Product placed on table or visible setup on stage
- Can be used during interaction segments (if suitable)
- Appears naturally within live event flow
- Captured by fans and live recordings

Activation Format Options

PRODUCT INTEGRATION

→ Limited-edition bundles and backstage product placement

LIVE BRAND MOMENTS

→ Onstage product placement or light usage/ consume.

CONTENT AMPLIFICATION

→ Brand visibility across fan content, social media & Vlogs

3). On-Ground Experience Activation

Creating direct fan interaction and brand engagement during the event

ACTIVITIES OVERVIEW

During the event, brands can engage directly with attendees through experiential activations, product showcases, sampling, exclusive offers, and interactive fan experiences designed to increase awareness, engagement, and conversion.

Pre-Event Conversion

→ Anticipation → Purchase → Content Loop



Brands engage fans through immersive on-ground experiences.

→ Experience → brand engagement
→ Artist → brand association

HOW THIS WORKS

A simple on-ground activation setup that enables product visibility, direct trial, and immediate fan engagement during the event.

Booth Presence

- Dedicated brand booth within event area
- Clear product display and brand visibility
- Central point for fan interaction

Sampling, Giveaway & Engagement

- Product trial, sampling, or promotional activation
- Exclusive giveaways for selected attendees
- Encourages audience participation and sharing

Exclusive Offers & Event Promotions

- Event-only promotions and incentives
- Exclusive merchandise, rewards, or discounts

Build Awareness, Demand & Social Amplification

- Drives interest through product trial
- Builds demand through limited offers
- Encourages sharing of brand moments
- Generates UGC across Instagram and TikTok

Drive Conversion to E-commerce

- Encourages action through exclusive offers
- Redirects audiences to online and offline channels
- Extends engagement beyond concert day

4). Artist Asset Rights and Digital Amplification

Leveraging artist identity to strengthen brand association and audience engagement

ACTIVITIES OVERVIEW

Brands are granted rights to use the artist's image, name, and event identity across product and marketing materials, enabling stronger association and commercial impact.

Brand Asset Integration

→ Artist identity → product → promotion



Artist assets applied across marketing, retail, digital, and consumer touchpoints.

→ Artist identity → brand association
 → Campaign visibility → audience engagement

HOW THIS WORKS

Artist image and presence are integrated across brand partner channels, enabling natural brand association and content visibility as part of the event partnership to drive brand awareness and recall.



1 Product & Packaging Integration

- Artist image and name incorporated into campaign materials
- Event identity integrated into creative assets
- Adaptable across online and offline channels

2 Social Media & Marketing Usage

- Artist visuals deployed across brand social media (Instagram, TikTok, X, and Facebook)
- Covers pre-event promotion and extends up to 2 weeks post-event

3 E-commerce Integration

- Artist assets applied on selected product listings and limited bundling products
- Visuals extend to affiliate channels (Shopee, TikTok Shop)

4 Collectible & Fan Engagement Layer

- Photocards and limited collectible inserts (including signed versions)
- Multiple artist visuals (angles and expressions) to enhance fan appeal

5). Brand-Sponsored Premium Experience

Exclusive ticket packages designed to reward early buyers

ACTIVITIES OVERVIEW

A limited ticket category combining concert access with exclusive experiences, premium merchandise, and brand-sponsored benefits to drive early ticket conversion and audience engagement.

Bundle Flow & Experience Value

→ Ticket Purchase → Exclusive Benefits
→ Event Experience



Group photo session with the artist,
exclusive to Brand-sponsor pass holders

→ Premium Access → Fan Excitement
→ Artist → Brand Association

HOW THIS WORKS

A limited bundle ticket that combines product, access, and experience, driving early demand while enhancing the overall fan journey.

Access & Bundle

- An exclusive early-access offer, limited to the first 50 buyers
- Includes event ticket + limited-edition product bundle

Priority Access & Experience

- Fast-track entry for bundle ticket holders
- Includes group photo session with the artist after the event

Redemption Options

- Product redeemable via e-commerce platform or collected on-site during the event

VALUE PROPOSITION

- Combines event access with product ownership
- Creates urgency through limited availability
- Enhances fan appeal with exclusive bundle and photo experience
- Drives early purchase behaviour

BRAND IMPACT

- Direct product distribution to high-intent fans
- Strong association with artist and event
- Extends engagement beyond the event
- Supports repeat purchase via e-commerce

6). Event & Vlog Content Visibility

Extending brand presence across event and post-event content

ACTIVITIES OVERVIEW

Brand presence is organically captured throughout the concert experience and extended through Vlogs, behind-the-scenes content, fan-generated media, and social distribution, creating visibility beyond event day.

Content Flow

→ Live event → captured moments
 → post-event content



Brand visibility extends across event and post-event content.

→ Live Event → Content Creation
 → Content Distribution → Continued Visibility

HOW THIS WORKS

A content amplification framework that transforms live event visibility into ongoing digital exposure through official content, fan-generated media, and social sharing.

Live Event Capture

- Brand visibility captured across venue, audience, and event moments
- Naturally integrated within the live event environment
- Captured through fan recordings

Vlog & Behind-the-Scenes Content

- Artist and team capture preparation
- Product appears in casual, real-life usage context
- Content feels authentic and unscripted

Post-Event Distribution

- Content distributed across YouTube & Instagram
- Amplified through fan edits and reposts
- Sustains visibility beyond the event timeline
- Available for brand repost across official social media

Brand Impact

- Builds sustained brand awareness across fanbase
- Extends visibility beyond concert day
- Generates ongoing engagement through UGC
- Reaches both attendees and wider digital audiences

All Sponsorship Package Highlights

BROUGHT TO YOU BY



Sponsorship Package:

Brand Visibility & Naming

Product & Commercial Integration

Fan Engagement & Activation

Content & Media Amplification

Complimentary Ticket:

Essential

IDR 35.000.000,-

- Logo placement on official poster, venue, and digital platforms

- Product Bundling Rights

- Activation Booth (3x2)
- Product Sampling & Giveaway

- Event visual usage on social media platforms
- Local PR exposure and media partnership integration

- Complimentary tickets (6%) + 3 sponsor IDs

Experience

IDR 60.000.000,-

- Logo placement on official poster, venue, and digital platforms
- Backstage or Onstage Product Placement

- Product Bundling Rights + Collectible Photocards

- Activation Booth (3x3)
- Product Sampling & Giveaway

- Artist Asset Usage Rights (Social, E-commerce, Product)
- Local PR exposure and media partnership integration

- Complimentary tickets (8%) + 5 sponsor IDs

Signature

IDR 80.000.000,-

- Tour Naming Rights "Presented by BRAND"
- Backstage and Onstage Product Placement

- Product Bundling Rights + Collectible Photocards
- Bundle Ticket Rights (Group Photo & Priority Access)

- Activation Booth (3x5)
- Product Sampling & Giveaway

- Artist Asset Usage Rights (Social, E-commerce, Product)
- Dedicated brand episode within main Vlog
- Local PR exposure and media partnership integration

- Complimentary tickets (10%) + 10 sponsor IDs

READY TO EXPLORE THE FULL OPPORTUNITY?

Discover how your brand can connect with one of Indonesia's most engaged Korean culture communities through Pagaehun's Solo Concert in Jakarta.

BE PART OF
SOMETHING UNFORGETTABLE

+ IN JAKARTA +

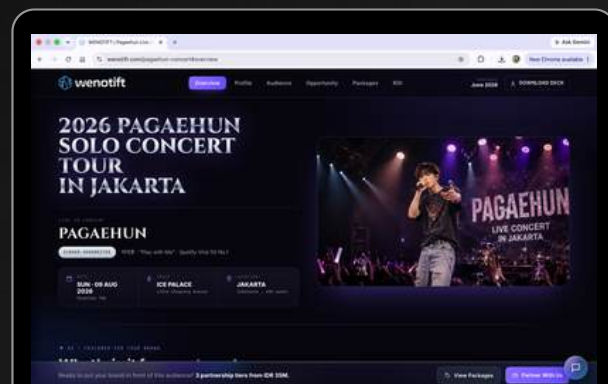
Join us and be part of a night we'll never forget.

SEE YOU THERE!



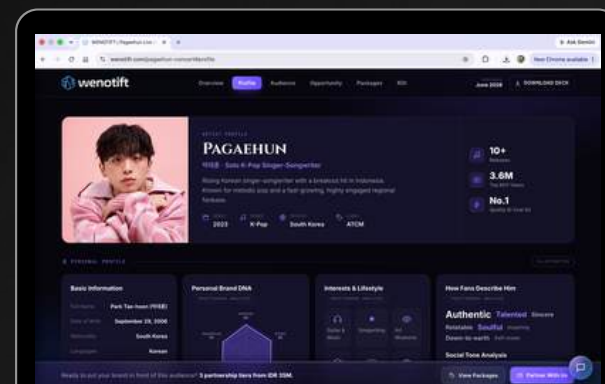
Visit Our Sponsorship Dashboard

Concert Overview



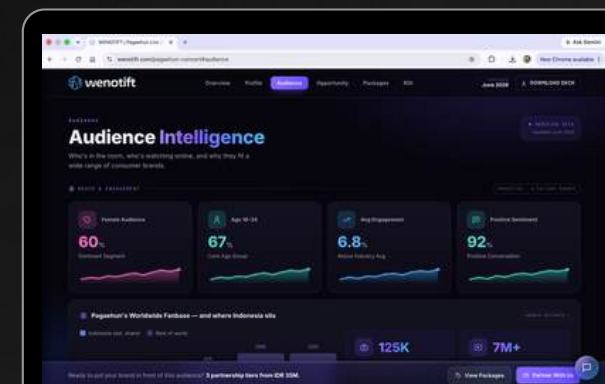
Event concept & format, Venue experience and Activation opportunities

Artist Profile



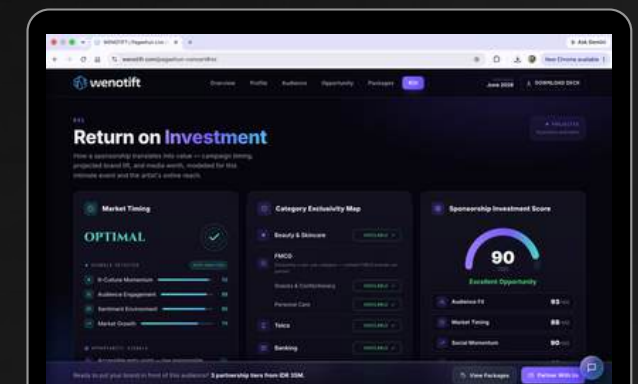
Career highlights, Music portfolio and Market positioning

Audience Signals



Demographics, Fan behavior and Engagement trends

Investment ROI Projection



Visibility opportunities, Audience reach estimates and Sponsorship impact



FAST. TRANSPARENT. SECURE.

- No manual proposals.
- No lengthy email chains.
- No unnecessary delays.



EXPLORE DASHBOARD & APPLY NOW

www.wenotift.com/pagaehun-concert



- ✓ Explore available sponsorship packages
- ✓ Compare benefits and activation opportunities
- ✓ Submit partnership applications instantly
- ✓ Track application status securely
- ✓ Receive updates through a centralised dashboard


The fastest way to explore, evaluate, and secure your partnership opportunity with Pagaehun's Solo Concert in Jakarta.



THANK YOU

THE NEXT MOVE IS OURS

Let's collaborate to ensure this project is a resounding success...

 +62 817-001-3869

 +62 811-15-8809

 partnership@wenotift.com

 www.wenotift.com

