INDEPENDENT PORTFOLIO CASE STUDY 2026

SOORIN'S ROOM

Fan Engagement Ecosystem Strategy & Visual Campaign Concept

A case study in fandom infrastructure, digital rituals, and community-building for a rising K-pop soloist.

THE SOORIN'S ROOM ACTIVATION SYSTEM

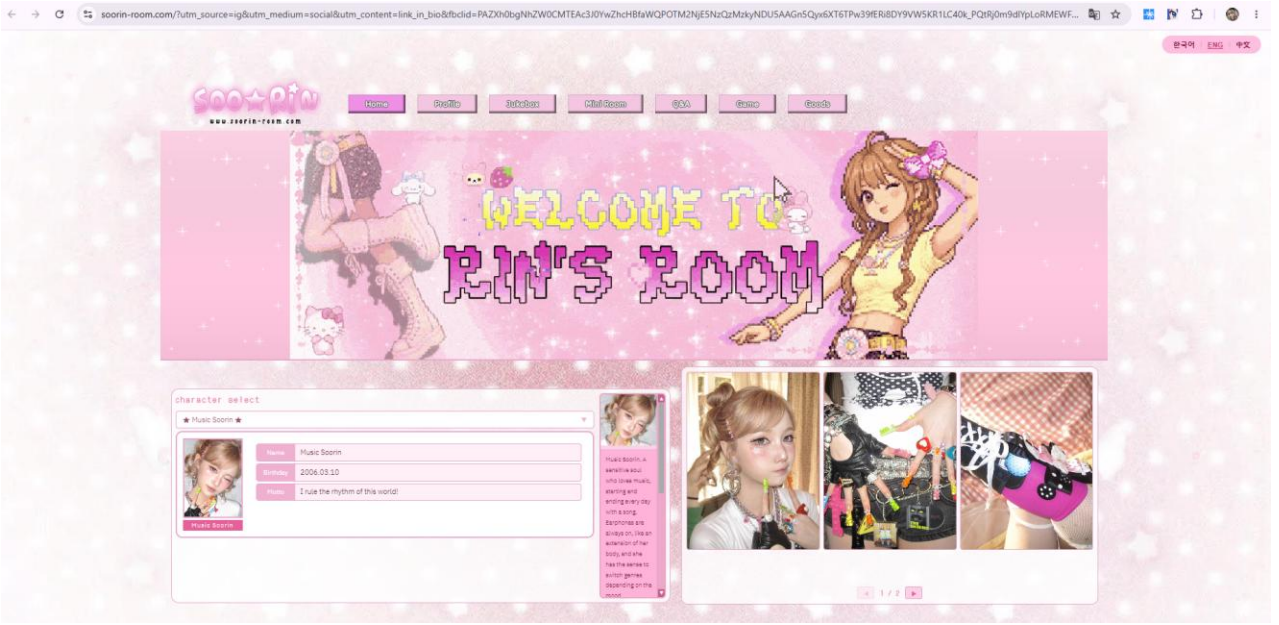
This document includes research, audience journey, HQ concepts, a monthly content system, release activation, and fan recognition. This is an independent, speculative concept. Not commissioned, endorsed, or implemented by SOORIN or her team. No campaign performance results are claimed.

PROJECT AT A GLANCE

One artist world. More reasons to return.



When I began this case study, SOORIN already had the most difficult part of creating an engaging artist world: something distinctive enough to spark curiosity. In her case, it was a self-made interactive personal website, soorin-room.com, which she launched in May of 2026. The website was super cute, girly, nostalgic, and highly interactive, which is what kept it lingering in my mind until, finally, two months later, I decided to begin this project.



I wanted to see what might happen if the little digital room she'd built became more than a place fans visited once. What if it gave them a reason to come back constantly, or at least, every week?

Wanting to increase my knowledge, improve my skills, and showcase my ability to do thoughtful fan engagement work, I decided to dive all in on this project and spent four months brainstorming world-building, audience connection, content, release campaign, and many more ideas that could add something to SOORIN's already established world and encourage more engagement from her fans.

PROJECT	SOORIN's Room Activation System
TYPE	Independent fan engagement strategy and visual campaign concept
FOCUS	Connecting existing music, digital spaces, and fandom activity through recurring fan participation
WORK PRODUCED	Research and artist audit, fan journey, three HQ account mock-ups, 30-day calendar, release campaign, recognition model, social and digital-goods concepts

Reading this case study

The first sections explain the artist's existing world and the opportunity I identified. The next sections contain the actual planning tools: a fan journey, three mock HQ accounts, a month of programming, and a release activation. I end with the recognition system, my process, and the larger takeaway for artists and creative teams.

The names "Roomie" and "Roomies" are working community labels used for this exercise; they are not presented as an official fandom name. Everything here is a proposal developed from public-facing material, not a claim about SOORIN's internal marketing plans.

Inside the project

01 - The central idea
02 - Artist and platform research
03 - Fan journey map
04 - Three HQ account concepts
05 - 30-day fan engagement calendar
06 - Release campaign: Check Into SOORIN's Room
07 - Recognition, creative assets, and digital goods
08 - Behind the strategy
09 - Why fan engagement matters

01 / SOORIN'S ROOM

The central idea

How I would turn SOORIN's existing digital world into a habit, not just a destination.

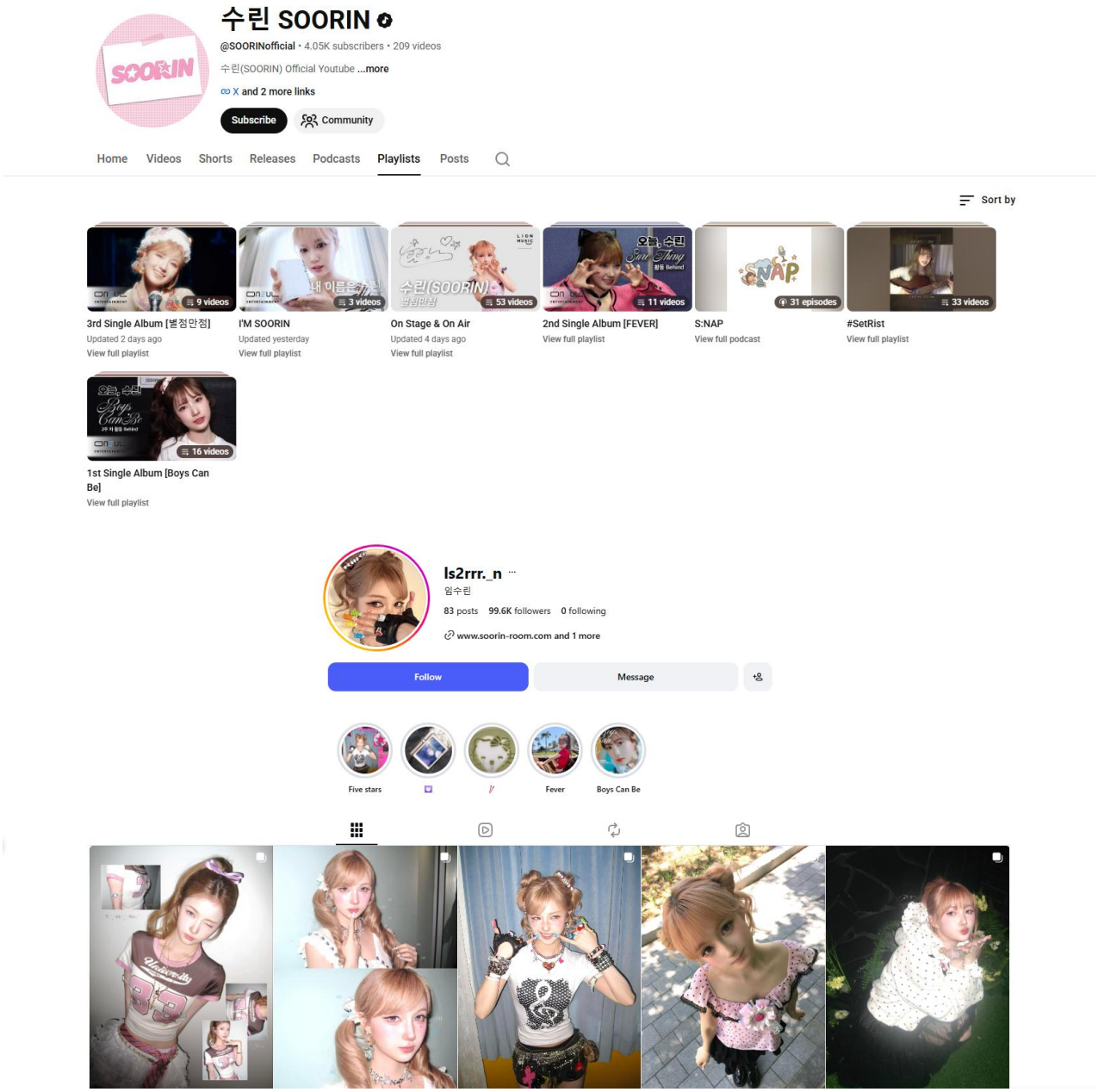


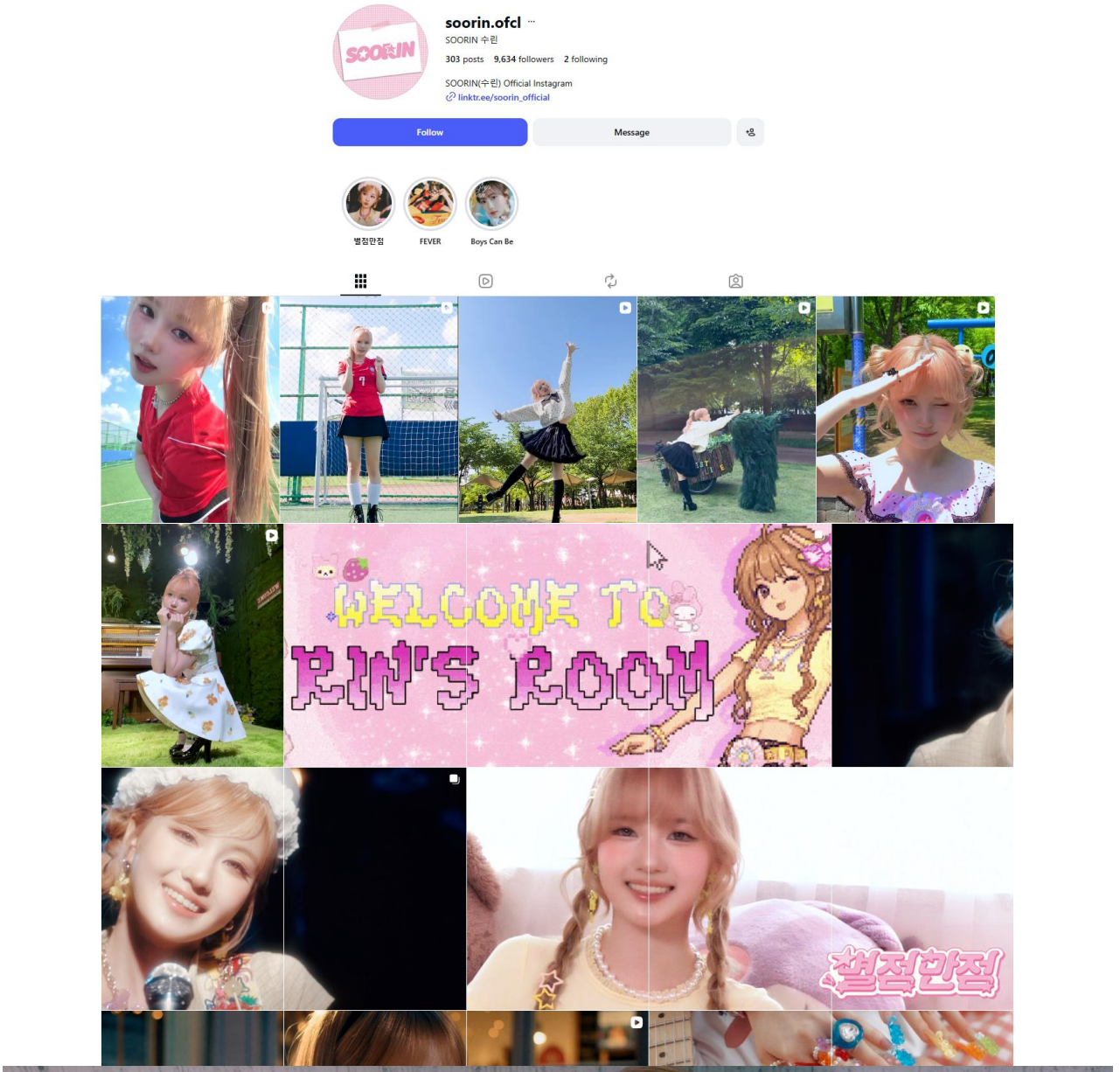
I had a very specific reason for choosing SOORIN for this project. She is a rising K-pop soloist with a relatively small catalog, a recognizable visual identity, and a super playful website called SOORIN's Room. The site caught my attention immediately. It feels like a personal homepage from another era of the internet, crossed with a game menu, an online diary, and a fan space. It has its own logic, its own look, and enough little details to make you want to click around.

An artist doesn't necessarily need an elaborate fictional universe to build a convincing world. Sometimes a handful of good recurring ideas, the right visual language, and somewhere fans can gather go even farther. SOORIN's Room already has all three. That's what made it interesting to me from a fan engagement perspective.

My question when visiting the site: what would it take to make this world a place where fans participate, rather than just look around? How could this site become a place fans return to repeatedly, and how could it be used to increase engagement with SOORIN's music?

The opportunity I saw




soorin.ofcl
SOORIN 수린
303 posts 9,634 followers 2 following
SOORIN(수린) Official Instagram
linktr.ee/soorin_official
Follow
Message
별점만점
FEVER
Boys Can Be
WELCOME TO
SOORIN'S ROOM
별점만점


Home
From. SOORIN
Contents
POP
Community
Shop
SOORIN
LOGIN
Membership
SHARE

SOORIN's public-facing presence is spread across several places. There's her official music-facing Instagram, a more personal Instagram, YouTube videos and recurring series, Spotify, b.stage, and SOORIN's Room itself. That's a decent foundation for a young artist. It also means a curious person could discover her in one place and have no obvious reason to follow the trail into the others.

I wouldn't solve that by pulling everything into a new app or replacing her existing channels; I would connect what she already has. A casual Instagram viewer should be able to find her music quickly; a person who likes the music should know there's a "Room" to explore via her website; and someone who enjoyed the Room should be able to find something happening there next Friday, next week, or next month.

The potential is particularly clear during the quiet periods between releases. A comeback gives fans a built-in event to show up for, but between comebacks, those same fans need other things to talk about, create, collect, revisit, and share. That's where I think recurring fandom rituals become useful.

My strategic direction

I built this concept around three jobs: making SOORIN easier to discover, giving her existing audience recurring reasons to participate, and making the activities feel like they genuinely belong inside her world. If a fan prompt could be copied into any artist account without changing a thing, it probably wasn't specific enough for this project.

- **Discovery should be simple.** New listeners should have clear song and video entry points, rather than having to search every channel themselves.
- **Participation should be varied.** Not everyone wants to stream for hours or make a fan edit; answering a question, recommending a song, or leaving a kind message counts, too.
- **The Room should feel familiar**. Characters, menus, the Jukebox, Q&A, digital goods, and the existing pink web aesthetic provide a language I could carry into the programming.
- **Recognition should be thoughtful.** Smaller contributions matter, and fans should have more than one way to be noticed.

The result is a proposed activation system: a five-stage fan journey, three distinct fan-led HQ concepts, a month of small activities, and a release campaign that fits the Room instead of borrowing an unrelated concept. The rest of the case study shows how those pieces connect.

02 / SOORIN'S ROOM

Researching the artist world

What I found in the music, visual identity, and platform ecosystem.

I listened through SOORIN's released music, took lyric and concept notes, and reviewed the public-facing spaces surrounding it. I was looking for the ideas that kept appearing: things a fan might remember, respond to, or even turn into a running joke or ritual. I was just as interested in the small design choices as I was in the major promotional assets.

The music: three releases, several usable entry points

During my research period, there were three two-track single albums released between May 2025 and May 2026. At that stage, there were six tracks to explore, making it possible to understand the early catalog in one sitting without treating every song as if it served the same purpose.

Boys Can Be - May 22, 2025



The debut material introduced the brighter, cheekier side of SOORIN's identity. Its high-teen framing, school styling, camcorder details, and pop-rock energy suit introductions, character-style polls, outfit prompts, and early-era archive posts. "Boys Can Be" is an obvious starting point for a new listener; "Yes, I'm a Hot Mess Girl!" has playful language that could spark a different kind of fan discussion.

FEVER - September 16, 2025



"Sure Thing" and "FEVER" open a softer lane, with love, youth, movement, and retro-pop or alternative-rock touches prevalent in the album's presentation. This album works better for lyric discussions, mood-based playlists, and listening prompts that let fans respond personally instead of choosing the "best" song.

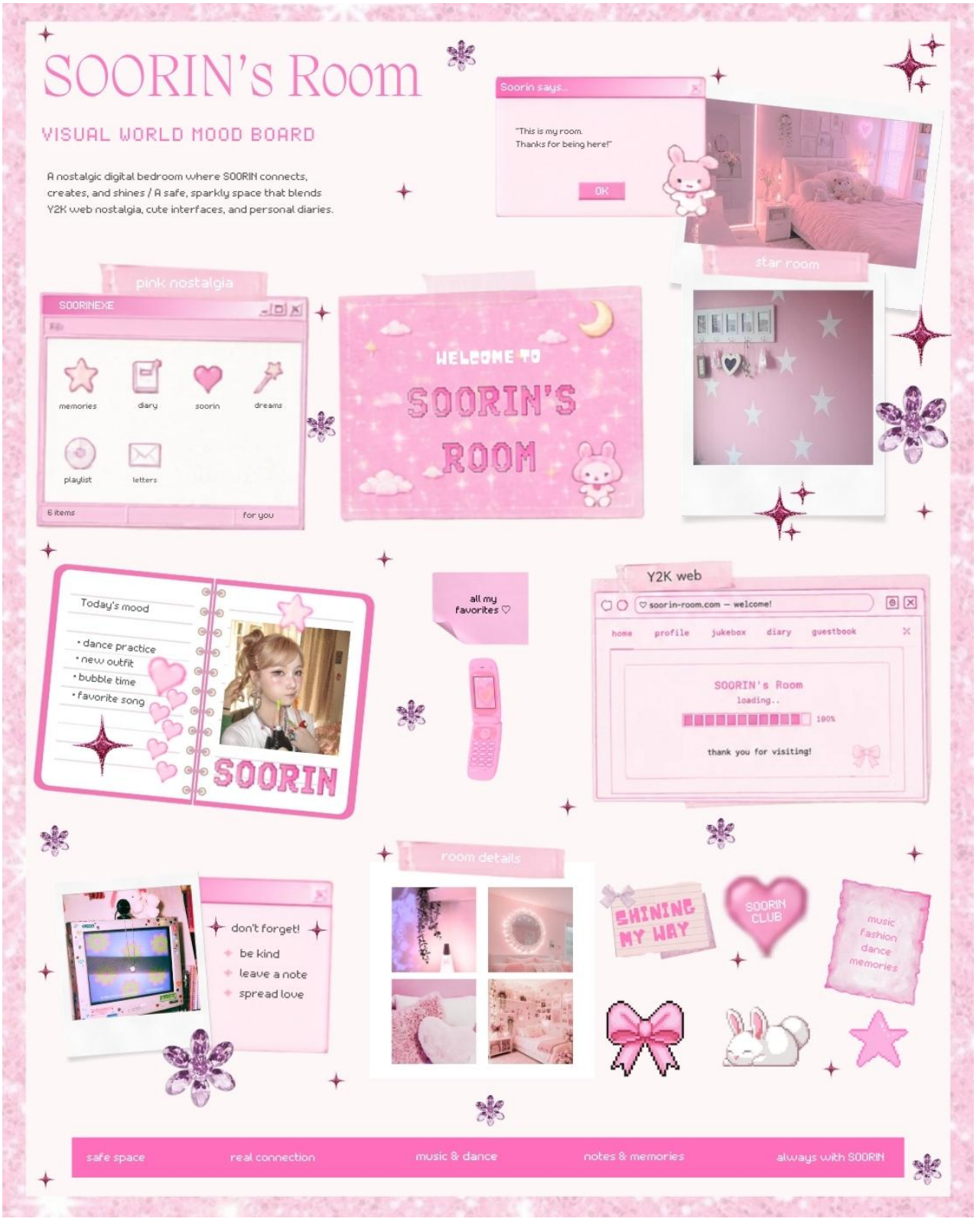
Five Star - May 28, 2026

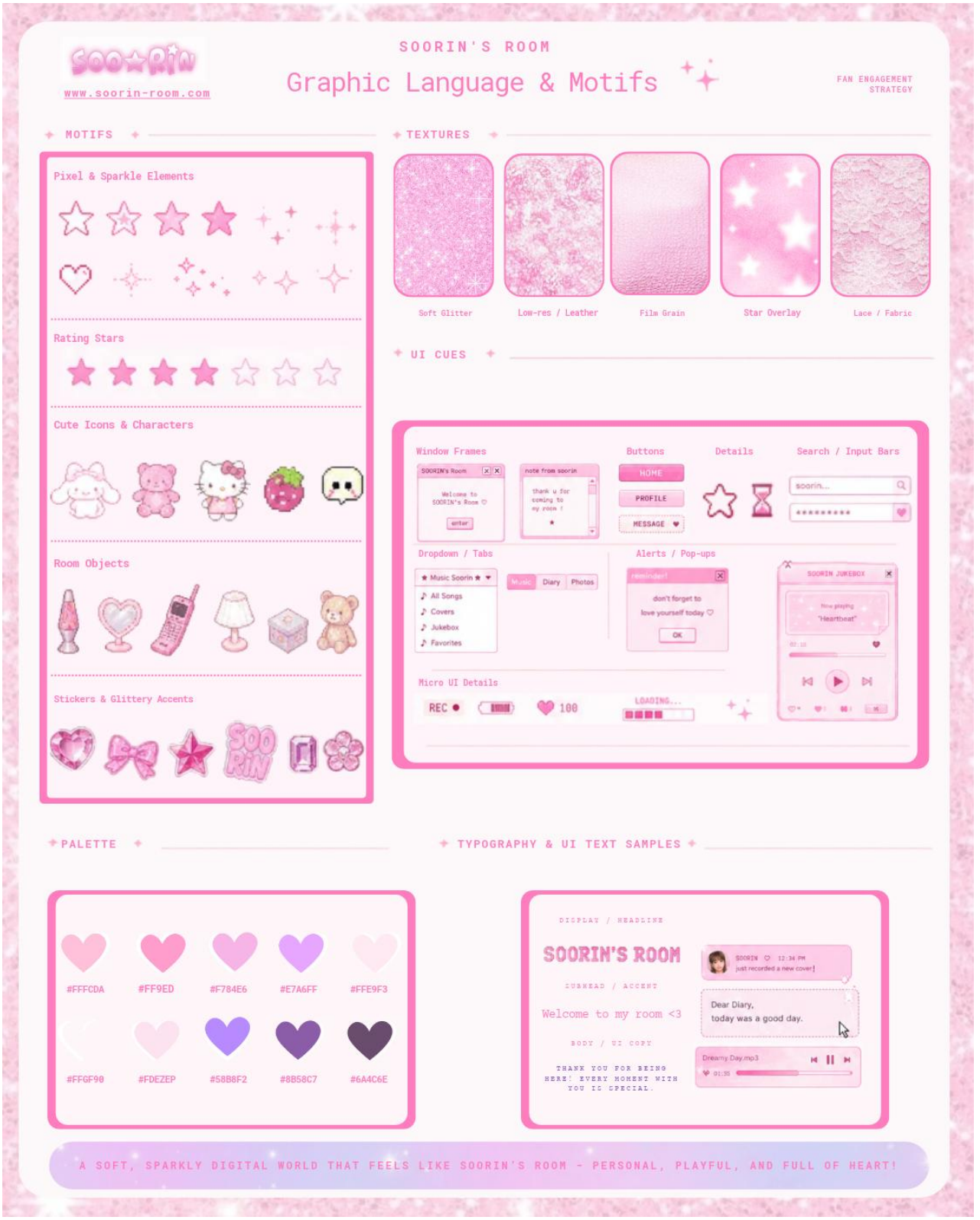


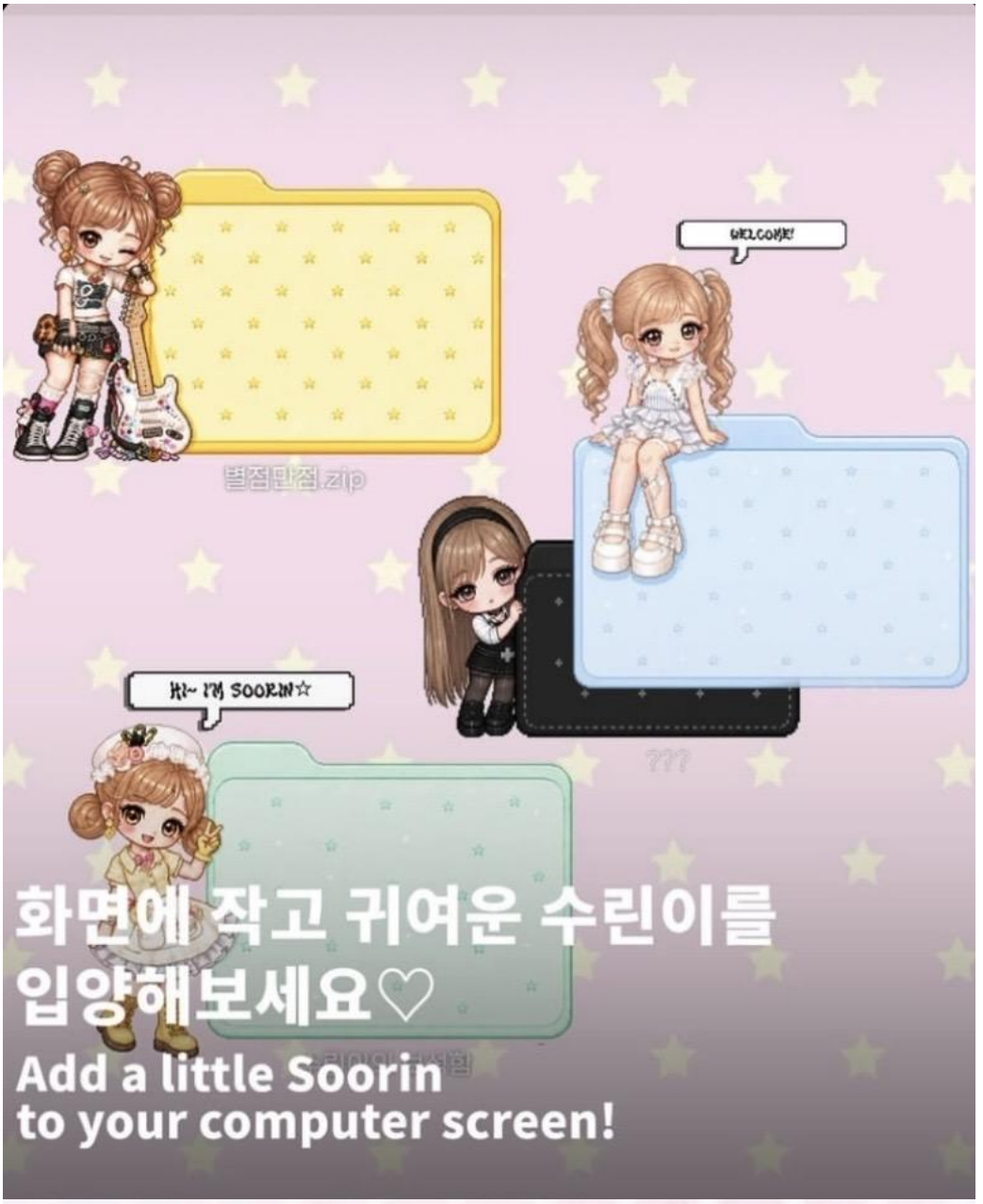
"Five Star" and "Lemon Slice" are perhaps the most useful tracks for this project because the release's star imagery and fan-facing warmth connect naturally to SOORIN's Room! A five-star motif can carry through ratings, little digital badges, and weekly fan appreciation without looking like an arbitrary marketing device.

Out of these six tracks, four of them became the clearest starting points for example content: "Boys Can Be," "Sure Thing," "Five Star," and "Yes, I'm a Hot Mess Girl!" Each offers a slightly different introduction to the artist. And the goal is to help listeners explore those differences, rather than force the entire catalog into one generalized aesthetic.

The visual language


SOORIN's Room
VISUAL WORLD MOOD BOARD
A nostalgic digital bedroom where SOORIN connects, creates, and shines / A safe, sparkly space that blends Y2K web nostalgia, cute interfaces, and personal diaries.
Soorin says...
"This is my room. Thanks for being here!"
OK
star room
pink nostalgia
SOORINEXE
memories
diary
soorin
dreams
playlist
letters
6 items
for you
WELCOME TO
SOORIN'S ROOM
Today's mood
• dance practice
• new outfit
• bubble time
• favorite song
SOORIN
all my favorites ♡
Y2K web
soorin-room.com — welcome!
home
profile
jukebox
diary
guestbook
SOORIN's Room
loading..
100%
thank you for visiting!
room details
don't forget!
be kind
leave a note
spread love
SHINING MY WAY
SOORIN CLUB
music
fashion
dance
memories
safe space
real connection
music & dance
notes & memories
always with SOORIN


SOORIN'S ROOM
Graphic Language & Motifs
www.soorin-room.com
FAN ENGAGEMENT STRATEGY
MOTIFS
Pixel & Sparkle Elements
Rating Stars
Cute Icons & Characters
Room Objects
Stickers & Glittery Accents
TEXTURES
Soft Glitter
Low-res / Leather
Film Grain
Star Overlay
Lace / Fabric
UI CUES
Window Frames
Buttons
Details
Search / Input Bars
HOME
PROFILE
MESSAGE
Dropdown / Tabs
Alerts / Pop-ups
Micro UI Details
PALETTE
#FFFCDA
#FF9ED
#F784E6
#E7A6FF
#FFE9F3
#FFGF90
#FDEZEP
#58B8F2
#8B58C7
#6A4C6E
TYPOGRAPHY & UI TEXT SAMPLES
DISPLAY / HEADLINE
SOORIN'S ROOM
SUBHEAD / ACCENT
Welcome to my room <3
BODY / UI COPY
THANK YOU FOR BEING HERE! EVERY MOMENT WITH YOU IS SPECIAL.
Dear Diary,
today was a good day.
A SOFT, SPARKLY DIGITAL WORLD THAT FEELS LIKE SOORIN'S ROOM - PERSONAL, PLAYFUL, AND FULL OF HEART!


WELCOME!
Hi~ I'M SOORIN☆
화면에 작고 귀여운 수린이를
입양해보세요♡
Add a little Soorin
to your computer screen!


온라인 굿즈
수린 폴더 아이콘을 무료로 다운받을 수 있어요!
FREE
Soorin 폴더 아이콘
MAC / WINDOWS 모두 지원
ZIP 다운로드
사용 설명서
온라인 굿즈 무료 배포도 하니까 많은 관심 부탁해



Pink was an obvious part of the appeal, but what interested me more was the internet nostalgia: character-selection panels, desktop folders, miniature buttons, status-card details, cassette and camcorder references, pixel graphics, hearts, stars, and stationery-like elements. It all feels quite personal. There's room for fans to make their own edits, "profile cards," wallpapers, and little digital keepsakes without the output looking disconnected from what SOORIN has already established.

So, while working on the graphics for this case study's visual direction, I kept the palette soft and feminine, with pink and white at the center and the occasional lilac or dark accent for contrast. The intention was to echo the source material while making the layouts readable and useful across social platforms. After all, cute graphics still have to communicate something.

The platforms, and the role each could play

SOORIN's Room

The central world-building layer: Home, character-select/profile elements, Jukebox, Mini Room, Q&A, Game, and Goods. I treated these as invitations to create distinct fan activities.

b.stage

The formal community home, with public sections including artist updates, content, community, and shop. The strategy should encourage discovery and conversation here rather than invent a rival official community.

Official and personal Instagram

Two different entry points. The official profile holds releases and campaign material; the personal profile can spark early curiosity through styling, personality, and more casual posts. Any connection between the two should respect the distinction.

YouTube

Music videos, performances, behind-the-scenes content, and series such as S:NAP, I'M SOORIN, and #SetRist provide prompts for weekly viewing, creative reactions, and music discovery.

Spotify and listening platforms

A manageable catalog gives newer fans an easy entry point. Listening guides, playlists, and Jukebox discussions could extend the relationship beyond the initial play.

What remained uncertain

Public research has limits. I couldn't know how active the b.stage community was behind the visible interface, how SOORIN's team intended to use SOORIN's Room in the long term, or what goals they might have for the next

release. Access to the Room site itself also became unreliable while I was collecting screenshots, which limited some of the page-level references I wanted to capture. But rather than inventing answers, I treated those areas as questions an actual client discovery process would need to settle.

I also used "Roomie" as a working name for SOORIN's fans during this case study - not a claim about official fan terminology.

With those boundaries in place, the strategy could stay imaginative without me pretending I had information from inside SOORIN's team.

Why I chose this direction

I considered more narrowly focused concepts, including a personal-to-official Instagram funnel, a Jukebox/#SetRist participation series, character-select challenges, a collectible digital-goods kit, and an extension of the Five Star era.

They're all workable, but I kept coming back to the wider Room activation idea. It leaves space for music, community, creative participation, and visual direction to work together. And most importantly, it starts with something real that the artist has already made.

03 / SOORIN'S ROOM

From viewer to Roomie

A five-stage fan journey with clear ways for someone to move from discovery into participation.

Simple Fan Journey Map



1. Casual Viewer

Where they find her:

Personal Instagram, TikTok/Reels, visuals, styling, beauty/fashion content, random YouTube clip, or a shared screenshot of SOORIN's Room.

What they're thinking:

"She's cute. I like her vibe. Who is this?"

Goal:

Catch attention through personality, visuals, and aesthetic.

Content that helps:

- personal Instagram posts
- short clips
- outfit/beauty/fashion content
- SOORIN's Room screenshots
- cute quote graphics
- "start here" posts

2. Curious Listener

Where they go next:

Official Instagram, Spotify, YouTube, Jukebox page.

What they're thinking:

"Let me hear what her music sounds like."

Goal:

Move them from visual interest to music interest.

Content that helps:

- "Start with these 3 songs" graphic
- jukebox listening guide
- lyric cards
- song mood boards
- short clips from Boys Can Be, Sure Thing, Five Star, or Yes, I'm a Hot Mess Girl!

3. SOORIN's Room Visitor

Where they go next:

SOORIN's Room website.

What they're thinking:

"Oh, she has a whole little world!"

Goal:

Make SOORIN feel more memorable than just another new soloist.

Content that helps:

- room Tour post
- homepage/character select screenshots
- jukebox page
- Q&A page
- goods/free folder icons
- "How to explore SOORIN's Room" guide
- "Pick your SOORIN character" prompt

4. Returning Participant

Where they show up regularly:

SOORIN's Room, b.stage, official Instagram, fan/HQ accounts, YouTube comments, listening parties.

What they're thinking:

"I want to keep up with her & I want to participate."

Goal:

Turn interest into habit.

Content that helps:

- room Check-In
- jukebox Friday
- five-star Friday
- fan missions
- Q&A prompts
- digital goods drops
- listening-party reminders
- fan art/edit prompts

5. Active Roomie

Where they participate deeply:

b.stage community, fan/HQ accounts, recurring campaigns, fan projects, comments, edits, playlists, graphics, and listening events.

What they're thinking:

"I'm part of this little world/fandom."

Goal:

Turn a fan into a visible community member.

Content that helps:

- roomie of the Week
- fan spotlight posts
- mission-complete badges
- fan edit highlights
- playlist features
- digital collectible rewards
- community recaps
- release campaign participation

04 / SOORIN'S ROOM

The three HQ accounts

Mock fan-run spaces for community activity, music discovery, and accessible archives.

SOORIN HQ Account Concepts

These three mock HQ account concepts are designed to support SOORIN's fan engagement ecosystem: SOORIN Room HQ, SOORIN Jukebox HQ, and SOORIN Archive HQ.

Each account serves a different purpose within the larger fandom infrastructure, from encouraging recurring fan interactions to strengthening music discovery and organizing archive-style content for new fans.

Together, these concepts show how fan-led account systems could make SOORIN's existing world easier to enter, follow, and participate in.

1. SOORIN Room HQ

Account concept:
A fan participation account centered on SOORIN's Room, fan prompts, Q&A participation, digital drops, and community check-ins.

Mock bio:
Welcome to SOORIN's Room ♡
Fan-made community for @@SOORIN_official
SOORIN's Room updates, missions, recaps, and more!

Purpose:
SOORIN Room HQ would act as the main community participation account. Its job is to help fans return to SOORIN's Room regularly instead of only visiting the site once. This account would turn visiting the site into a habit through weekly prompts, fan check-ins, fan spotlights, digital goods reminders, and other small participation moments.

Downsides: If the website is inactive for an extended period, this account won't be able to post as frequently which could halt growth and interest.

Post types:

- Room Check-In prompts
- Q&A reminder posts
- Roomie Spotlight posts
- Digital goods/freebie reminders
- "What's new in SOORIN's Room" updates
- Weekly recap posts
- Mini Room Missions

Mock Post 1: Room Check-In

Caption:
Room Check-In ♡

What's your SOORIN mood today?

Pick one:
☆ Music Soorin
☆ Bright Soorin
☆ Chef Soorin
☆ Dark Soorin

Reply with your pick + the SOORIN song that matches your mood today.

Graphic idea:
A pink character-select style card with four SOORIN "mood" slots.



Mock Post 2: Pretty Words Mailbox

Caption:
Pretty Words Mailbox is open 💌

Leave one kind message for SOORIN today.
It can be a lyric you love, a thank-you note, or a small encouragement!

Prompt:
"SOORIN, your music makes me feel _____."

Graphic idea:
A pink pixel mailbox/window pop-up with an "enter message" box.



Mock Post 3: Roomie Spotlight

Caption:
Roomie Spotlight of the Week ♡

This week we're highlighting Roomies who:
☆ shared SOORIN's music
☆ joined a Room Check-In
☆ made edits/art
☆ left kind Q&A messages

Want to be featured next week? Join this week's Mini Room Mission!

Graphic idea:
A fan spotlight template with a star badge, username slot, and "Roomie of the Week" title.



2. SOORIN Jukebox HQ

Account concept:
A music-first fan account focused on SOORIN's songs, listening habits, charts, lyric discussions, playlists, live clips, and #SetRist participation.

Mock bio:
SOORIN Jukebox ♫
Find all things music here, including lyric notes, the #SetRist, and Roomie music missions.

Purpose:
SOORIN Jukebox HQ would help turn casual listeners into repeat listeners. Since SOORIN has a small catalog, this account would make it easy for new fans to explore her songs while giving existing fans recurring ways to talk about the music.

Downsides: SOORIN currently has a small discography, so posts can feel repetitive to long-time followers after a while, but this will become less of an issue over time – and interest in the account will be regained during each release era.

Post types:

- Jukebox Friday listening prompts
- Lyric card graphics
- "Start here" song guides
- Playlist challenges

- #SetRist discussion posts
- Listening party reminders
- Song ranking/rating cards

Mock Post 1: Jukebox Friday

Caption:
Jukebox Friday ♫

Today's pick: Five Star

Listen once, then answer:

☆ favorite lyric?
☆ favorite vocal moment?
☆ what mood does this song give you?
☆ what would you rate it out of 5 stars?

Drop your rating below: ★★★★★

Graphic idea:
A pink music-player graphic with "Now Playing: Five Star" and a 5-star rating bar.



Mock Post 2: New Fan Start Here

Caption:
New to SOORIN? Start here ♡

Boys Can Be - debut track!

Sure Thing - a track you'll want to listen to on repeat!

Five Star - a track that expresses love for the Roomies!

Yes, I'm a Hot Mess Girl! - super playful track!

Which one are you starting with?

Graphic idea:
A "SOORIN Starter Playlist" card styled like a Jukebox menu.



Mock Post 3: #SetRist Saturday

Caption:
#SetRist Saturday ♫

Today's prompt:
What song would you love to hear SOORIN cover next?

Reply with:
☆ song title

☆ artist

☆ why it fits her voice/vibe

Bonus: make a 3-song mini setlist for her.

Graphic idea:
A setlist notebook page with pink checkboxes and a "Roomie request" sticker.



3. SOORIN Archive HQ

Account concept:
A fan reference/archive account that organizes SOORIN's eras, visuals, performances, content series, facts, and beginner-friendly guides.

Mock bio:
SOORIN Archive ♡
Era guides, performance links, visual references, content indexes & Roomie starter threads.

Purpose:
SOORIN Archive HQ would make it easier for new fans to understand SOORIN quickly. Instead of making fans search across Instagram, YouTube, b.stage, Spotify, and SOORIN's Room alone, this account would organize key content into simple guides and memory posts.

Downsides: Archive accounts take a lot of work to maintain. But the payoff is worth it!

Post types:

- Era recap threads

- "Start here" guides
- Performance/content indexes
- YouTube series guides
- SOORIN's Room screenshot archives
- Visual identity breakdowns
- Throwback posts

Mock Post 1: SOORIN Starter Guide

Caption:
SOORIN Starter Guide ♡

New Roomie? Here's where to begin:

☆ Listen: Boys Can Be, Sure Thing, Five Star
☆ Watch: official MVs + #SetRist clips
☆ Explore: SOORIN's Room
☆ Join: b.stage community
☆ Follow: official Instagram for updates

Save this for later!

Graphic idea:
A "Start Here" folder graphic with tabs for Music, Videos, Room, Community, and Updates.



Mock Post 2: Era Archive - Boys Can Be

Caption:
Era Archive: Boys Can Be

SOORIN's debut era introduced her with teen pop-rock energy, school styling, playful confidence, and a bright rookie personality!

Tracks:
☆ Boys Can Be
☆ Yes, I'm a Hot Mess Girl!

Best for fans who like: playful lyrics, youthful visuals, and confident debut concepts.

Graphic idea:
A scrapbook-style era card with "Boys Can Be" as a labeled folder.



Mock Post 3: SOORIN's Room Archive

Caption:
SOORIN's Room Archive ♡

Pages to explore:

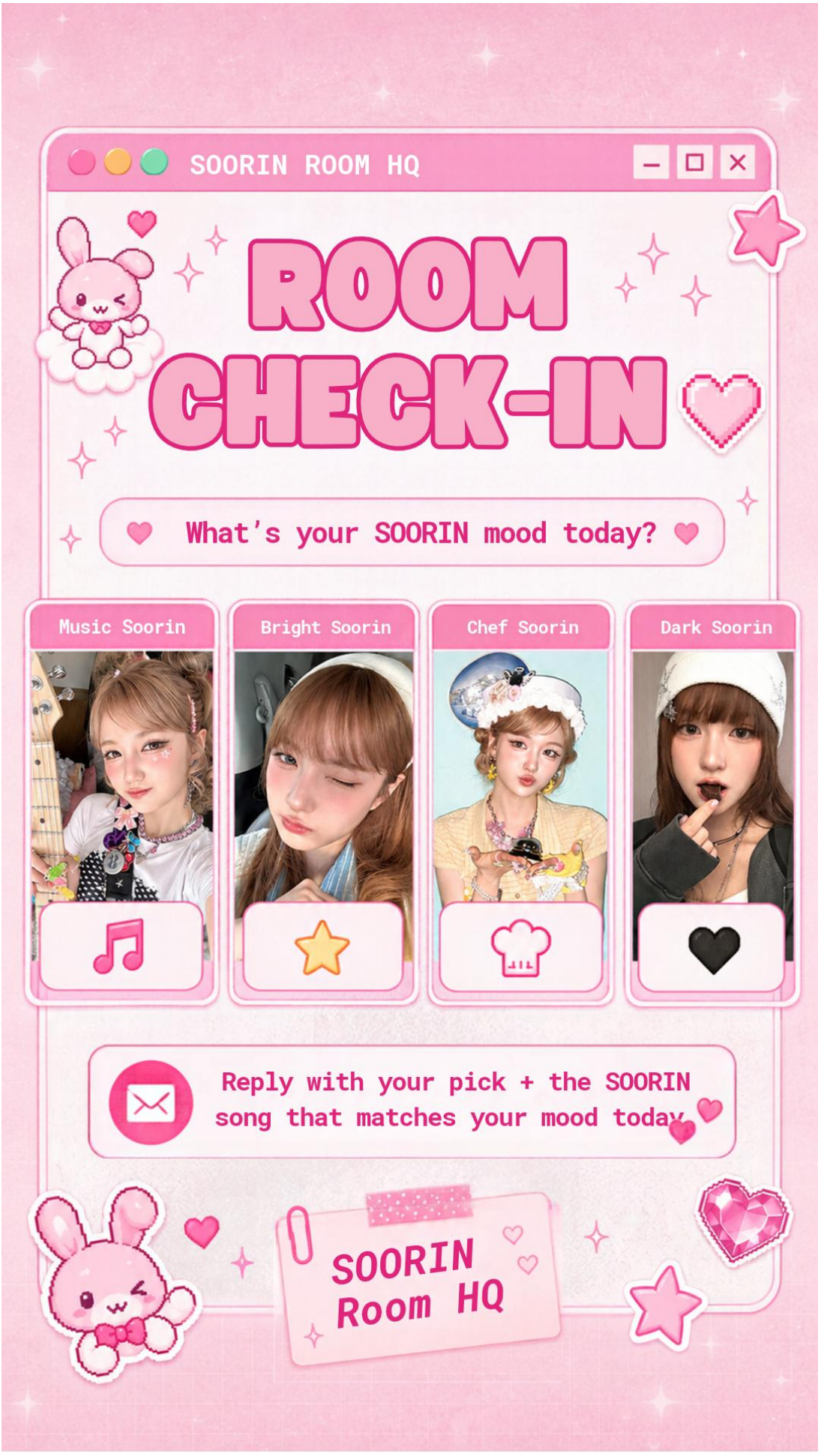
☆ Home - the main room entrance
☆ Profile - SOORIN's character/status card
☆ Jukebox - music world
☆ Q&A - fan messages
☆ Goods - digital downloads

Which page is your favorite?

Graphic idea:
A desktop-folder layout with each section as a clickable-looking pink folder icon.


SOORIN Archive HQ
FAN-RUN • FOR SOORIN • BY SOORIN LOVERS
POST 3/3
SOORIN'S Room Archive
SOORIN
Soorin's Playlist
SOORIN Room is full of little things that make her shine
EXPLORE SOORIN'S ROOM
Soorin's Room Archive
1
Home
— the main room entrance
2
SOORIN
LEVEL 100
FOOD
MOOD :)
VERY
SOON
Profile
— Soorin's character/status card
3
Jukebox
— music world
SOORIN
SOORIN MIX
4
TO: SOORIN
?
Q&A
— fan messages
5
SOORIN
Goods
— digital downloads
Click a folder to explore!
COLLECT MEMORIES, SHARE LOVE!
ARCHIVE WITH LOVE
Which page is your favorite?
SOORIN • Always In Our Hearts •
THANK YOU FOR VISITING!

Instagram Story Content Examples


SOORIN ROOM HQ
ROOM CHECK-IN
What's your SOORIN mood today?
Music Soorin
Bright Soorin
Chef Soorin
Dark Soorin
Reply with your pick + the SOORIN song that matches your mood today
SOORIN Room HQ


PRETTY WORDS
MAILBOX
Leave one kind message for SOORIN today.
ideas:
favorite lyric
thank-you note
encouragement
what her music means to you
Prompt:
SOORIN, your music makes me feel _____.
SOORIN Room HQ
Leave a lyric, thank-you note, or encouragement.
you're SOORIN's sunshine


JUKEBOX FRIDAY
Today's Pick:
Five Star
5
FIVE STAR
Five Star
SOORIN
0:59
3:18
favorite lyric?
favorite vocal moment?
what mood does this song give you?
rate it out of 5 stars
SOORIN MIX
Drop your rating below
SOORIN JUKEBOX HQ

05 / SOORIN'S ROOM

Thirty days in the Room

A between-release content plan with daily activities and a recurring weekly rhythm.

SOORIN's Room: 30-Day Fan Engagement Calendar

This sample calendar is designed for a between-release period. Its purpose is to keep fans engaged through music discovery, community participation, fan recognition, and SOORIN's existing Room, Jukebox, Q&A, Goods, b.stage, and YouTube content.

Day	Activity	Format	Engagement Goal
1	Welcome to SOORIN's Room - Share a quick Room Tour for new fans.	Carousel/thread	Fan onboarding
2	Jukebox Pick of the Week - Spotlight one SOORIN song and ask fans for their favorite lyric.	Feed post	Music discussion
3	Which SOORIN Are You? - Music, Bright, Chef, or Dark SOORIN poll.	Story/poll	Personality-based participation
4	Pretty Words Mailbox - Invite fans to leave one encouraging message for SOORIN.	Prompt graphic	Emotional connection
5	Five-Star Friday - Ask fans to rate a song, performance, look, or era out of five stars.	Rating template	Recurring ritual
6	#SetRist Saturday - Ask fans which song they would love to hear SOORIN cover.	Request template	Music discussion
7	Roomie Spotlight - Highlight one fan, fan edit, artwork, or thoughtful comment.	Spotlight graphic	Fan recognition
8	New Roomie Starter Guide - Share where to listen, watch, explore, join, and follow.	Guide carousel	Fan onboarding
9	Boys Can Be Mood Prompt - Ask fans to create an outfit, collage, or mood board inspired by the era.	Creative prompt	User-generated content
10	Favorite Room Page - Ask fans which SOORIN's Room page they enjoy most.	Poll/thread	Website exploration
11	SOORIN Style File - Ask fans to choose their favorite beauty, fashion, or styling moment.	Carousel/poll	Visual engagement
12	b.stage Check-In - Remind fans to visit the community and catch up on updates.	Reminder graphic	Platform movement
13	SOORIN Sketchbook - Invite fan art, doodles, pixel art, or character designs.	Creative challenge	Fan creativity
14	Digital Goods Drop - Share a mock wallpaper, icon, badge, or downloadable fan item.	Freebie announcement	Return visits and sharing
15	Room Check-In - Ask fans to share their current mood and current SOORIN song.	Fill-in template	Community conversation

Day	Activity	Format	Engagement Goal
16	Lyric Notes - Share a lyric card and ask fans what the line means to them.	Carousel	Deeper music connection
17	Archive Day - Revisit a debut-era photo, performance, teaser, or memory.	Archive post	Artist history and nostalgia
18	Mini Room Mission - Invite one new person to listen to a SOORIN song.	Mission card	Audience growth
19	Five-Star Fan Reviews - Share short fan reviews of a selected track.	Quote carousel	Social proof
20	SOORIN Listening Party - Host or promote a casual listening session.	Event graphic	Shared fan experience
21	Roomie of the Week - Recognize a fan who completed missions or supported the community.	Recognition post	Loyalty and retention
22	What to Watch - Share a beginner-friendly guide to SOORIN's YouTube content.	Thread/carousel	Content discovery
23	FEVER Playlist Pairing - Ask fans to pair the era with other songs, movies, colors, or moods.	Prompt post	Creative interpretation
24	Q&A Question Day - Invite fans to submit one thoughtful question for SOORIN.	Question box	Artist-to-fan connection
25	Goods Reminder - Resurface SOORIN's free folder icons or other digital items.	Reminder post	Asset discovery
26	Fan Edit Spotlight - Feature one fan-made edit, graphic, video, or collage.	Spotlight post	Creator recognition
27	#SetRist Challenge Roundup - Share the most-requested songs or mini setlists from fans.	Recap carousel	Participation follow-through
28	Roomie Community Board - Recap memorable comments, messages, and fan moments from the month.	Community recap	Community identity
29	Five Star vs. Lemon Slice - Ask fans to compare the two tracks by mood, lyrics, and replay value.	Discussion post	Catalog engagement
30	Next Month in SOORIN's Room - Tease upcoming rituals and ask fans what they want more of.	Feedback post	Retention and planning

Recurring Weekly Rhythm

Monday: New-fan onboarding or Room guide

Tuesday: Music, lyric, or archive content

Wednesday: Creative prompt or fan challenge

Thursday: Q&A, b.stage, or community interaction

Friday: Five-Star Friday

Saturday: #SetRist or listening activity

Sunday: Fan recognition or community recap

What This Calendar Is Designed to Do

This calendar gives fans reasons to participate even when SOORIN isn't actively promoting a new release. It balances music discovery, recurring fandom participation, fan creativity, platform movement, emotional connection, and fan recognition so the community feels active rather than announcement-driven.

The calendar also creates a repeatable structure that could be refreshed each month without rebuilding the entire strategy from scratch.


SOORIN HQ · Fan Engagement Planner
SOORIN'S ROOM
30-DAY FAN CALENDAR
between-release engagement plan for Rooms
This is our room
Connect
Create
Share
Support
Shine
30 days of connection, creativity, and SOORIN love! Let's make every day in our room sparkle
START
SOORIN Archive HQ
5 star Energy
You're always welcome here, roomie!
Save this Calendar!
For Roomies
SOORIN

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Check Into SOORIN's Room

A release campaign concept built around opening another door into the artist's digital world.



For a future release, I would give the rollout a simple premise: a new room is opening. Each teaser, listening activity, fan mission, and post-release follow-up becomes part of the check-in. It borrows its language from SOORIN's existing website, so the campaign feels like it belongs there from the beginning.

This is a concept campaign, not a plan tied to a confirmed upcoming single. I designed it to work for a new track or a similar music-centered announcement, with manageable activities that people can join whether they're already dedicated fans or have only just discovered her.

The idea

Someone sees a teaser announcing that a new room is opening. A few days later, they choose which version of SOORIN they think is leading the era. The Jukebox offers a clue about the song. Fans leave pre-release messages, collect a few simple missions, and show up on release day ready to react together. The room does not "close" when the song drops: there are fan highlights, digital keepsakes, and a recap during the week that follows.

What I'd want the campaign to achieve

- A release should feel like a shared event rather than a single announcement that disappears from the feed.
- Listeners who arrive through one platform should have a clear path into SOORIN's wider music and fan world.
- Fan responses, edits, recommendations, and listening moments should have a place in the rollout.
- The activity should be fun and realistic to run for a smaller, growing audience.

Primary hashtag: #CheckIntoSOORINsRoom

Supporting tags: #SOORINRoom, #RoomieMission, #SOORINJukebox, and #FiveStarRoomies.

Campaign timeline

WHEN	FAN MOMENT	WHAT IT DOES
D−7	A New Room Is Opening	A teaser introduces the new chapter and gives people the first reason to check in.
D−5	Character Select Teaser	A poll or carousel asks whether Music, Bright, Chef, or Dark SOORIN fits the coming era.
D−3	Jukebox Hint Card	A visual clue, sound detail, or short lyric invites fans to guess the tone of the release.
D−2	Pretty Words Mailbox	Fans leave encouragement, messages, or predictions before the song arrives.
D−1	Roomie Mission Cards	A short set of accessible release-day activities gives fans options for participating.
Release day	Check-In Day	Listening, early reactions, a five-star response template, and the campaign hashtag.
D+1	Roomie Highlights	Share selected comments, reactions, and credited fan creations with permission.
D+3	Digital Good Unlock	Offer a wallpaper, icon, badge, or other small keepsake tied to the release.
D+7	Room Recap	Collect favorite moments and invite Roomies into the next recurring activity.

The fan missions



Example of a daily fan engagement activity

01 Press Play

Listen and share one first reaction. A thoughtful sentence is enough.

02 Rate the Room

Use a five-star template to rate the track, video, styling, or a favorite moment.

03 Leave a Room Note

Share a lyric, a thank-you message, or encouragement through a prompt inspired by Q&A.

04 Bring a Roomie

Recommend the release to one person and give them an easy listening link or starter guide.

05 Decorate the Room

Make a fan edit, outfit board, playlist cover, illustration, or collage inspired by the release.

Note: I intentionally avoided making every task about streaming volume or public performance. Some people enjoy organizing playlists; others want to draw, talk about a lyric, or simply write something kind. The campaign should give fans several ways in.

How the week ends

After release day, I would keep the focus on the fans who actually participated. A Roomie of the Day could highlight a comment or edit, the Jukebox Star could recognize someone's thoughtful listening post, and a recap carousel could collect favorite lyrics, reactions, and fan memories. A small digital-goods drop would work as a thank-you, provided it's openly accessible and not tied to expensive or excessive behavior.

The campaign would be assessed through meaningful participation: repeat contributors, discussion quality, referrals to music or community channels, and how easily new fans can understand what to do next.

07 / SOORIN'S ROOM

Recognition & creative participation

Small acknowledgments, visual templates, and digital keepsakes that make participation feel worthwhile.

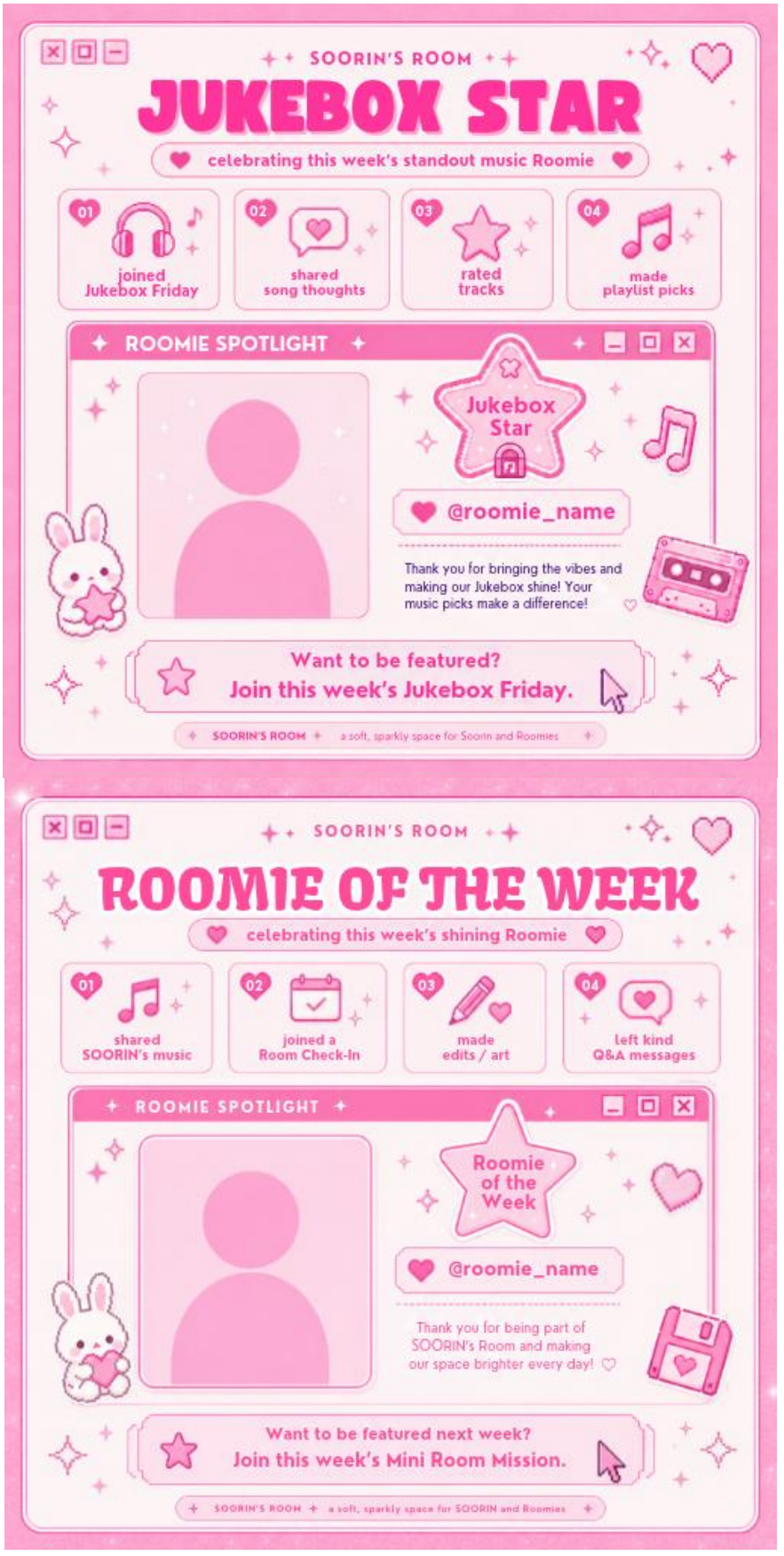
My recognition idea is deliberately low-pressure. SOORIN's Room is framed as a welcoming little place, and I would want its community activity to feel that way, too. The point is not to reward whichever fan has the most followers or can spend the most money. I would rather make space for different kinds of contribution, including the quieter ones that are easy to miss.

The system uses four recurring recognition formats, each with a simple visual template. Together, they tell fans what kinds of participation are welcome and give the account managers an easy way to appreciate those efforts without inventing a new campaign each week.

RECOGNITION	WHO IT CELEBRATES	WHY IT IS USEFUL
Roomie of the Week	A fan who contributes to the community across prompts, discussions, messages, or creative activities.	Acknowledges steady participation and gives the community a familiar weekly moment.
Jukebox Star	Someone who joins listening discussions, suggests songs, or makes a thoughtful playlist or lyric post.	Keeps the music central rather than allowing the account to become only a collection of pretty graphics.
Room Mission Complete	Roomies who join a particular prompt or small campaign activity.	Creates a light, shareable sense of progress without turning participation into an exhausting competition.
Fan Edit Spotlight	An editor, artist, designer, or other fan creator, credited for their work.	Shows fans that their interpretation of the artist's world is welcome and appreciated.


SOORIN'S ROOM
FAN EDIT SPOTLIGHT
showcasing this week's creative Roomie
01
fan art
02
photo edit
03
creative concept
04
shared with love
ROOMIE SPOTLIGHT
Spotlight
@editor_name
PLACE YOUR FAN EDIT HERE
Thank you for sharing your amazing talent and making SOORIN's Room shine even brighter!
Tag your edit to be featured next.
SOORIN'S ROOM + a soft, sparkly space for SOORIN and Roomies


SOORIN'S ROOM
ROOM MISSION COMPLETE
this Roomie completed the week's mini mission
01
mission joined
02
shared response
03
posted their entry
04
sparkle bonus
ROOMIE SPOTLIGHT
Mission Complete
@roomie_name
Mission:
Thank you for showing up, sharing your spark, and making our Room brighter! You're amazing!
Ready for the next mission?
Watch for the new prompt.
SOORIN'S ROOM + a soft, sparkly space for Soorin and Rooms


SOORIN'S ROOM
JUKEBOX STAR
celebrating this week's standout music Roomie
01
joined Jukebox Friday
02
shared song thoughts
03
rated tracks
04
made playlist picks
ROOMIE SPOTLIGHT
Jukebox Star
@roomie_name
Thank you for bringing the vibes and making our Jukebox shine! Your music picks make a difference!
Want to be featured?
Join this week's Jukebox Friday.
SOORIN'S ROOM a soft, sparkly space for Soorin and Roomies
SOORIN'S ROOM
ROOMIE OF THE WEEK
celebrating this week's shining Roomie
01
shared SOORIN's music
02
joined a Room Check-In
03
made edits / art
04
left kind Q&A messages
ROOMIE SPOTLIGHT
Roomie of the Week
@roomie_name
Thank you for being part of SOORIN's Room and making our space brighter every day!
Want to be featured next week?
Join this week's Mini Room Mission.
SOORIN'S ROOM a soft, sparkly space for SOORIN and Roomies

What would keep it fair

- Recognition should rotate across new and returning participants rather than settling on the same handful of large fan accounts.
- Creative work would be credited properly, and permission should be asked for before reposting it. Fans could decline a spotlight.
- The activities themselves shouldn't require purchases, mass posting, or unrealistic streaming goals.

This matters particularly for a young fandom. The earliest habits are also the habits people come to associate with its culture. I would rather encourage generosity, curiosity, and collaboration from the start than create a system in which visibility is available only to the loudest people.

A matching digital-goods concept

SOORIN's Room already has a Goods section with downloadable-style assets, including folder icons. That makes small digital collectibles a natural extension of the world. I developed four types of mock goods around the same nostalgic, pink, pixel-influenced visual direction.

Wallpaper set



Desktop and phone wallpapers that let a fan carry the Room aesthetic into their everyday screens. A fresh wallpaper could accompany a release, a holiday, or a community milestone.

Icon pack



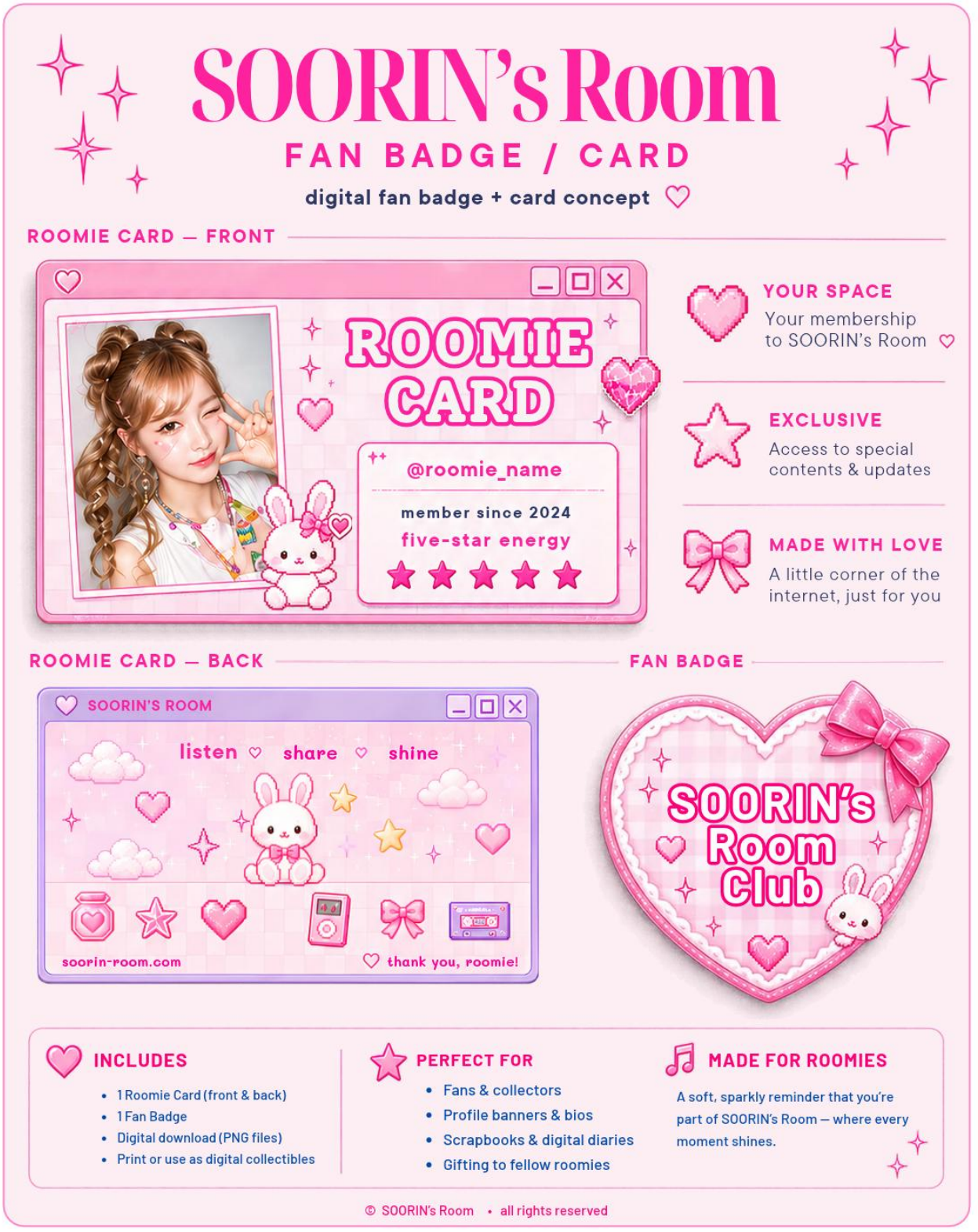
Coordinated folders and app-style icons inspired by the Room's sections: Home, Jukebox, Q&A, Archive, Goods, notes, messages, and more.

Sticker sheet



Digital or printable stickers of stars, bows, notes, the Jukebox, a room key, little window prompts, and other recognizable motifs for fans to use in edits or journals.

Roomie badge / card



A decorative fan card with a customizable handle, an optional "member since" field, and a small badge fans can share as part of a community activity.

Note: These are concept designs, not live downloads endorsed or distributed by SOORIN. In an official project, assets using the artist's name, likeness, music, or existing branding would need the team's approval before public distribution.

How the visual work fits together

I designed the system so each type of graphic has a job. Room Check-In and Jukebox prompts invite a quick response. New-fan guides and archives make the music easier to explore. Mission cards explain a specific action; recognition posts thank the people who joined; and the digital goods offer something lighthearted to keep. The same colors, shapes, and interface cues connect them visually, but the content changes according to what I want the fan to do.

08 / SOORIN'S ROOM

Behind the strategy

How I researched, planned, and built this independent case study.

I chose SOORIN because the foundations were already there. Her music and visual direction are distinctive, and SOORIN's Room felt like something that had been designed to be explored. I was curious about what could happen after that first visit. How do you get someone who enjoys looking around to return? What would make them bring a friend? And what would keep the space interesting when there's no new release to promote?

I started with the music. I listened to all six songs included in my research period, took notes on sound and lyrics, and thought about which tracks were easiest to introduce to a new listener. Then I looked at the visuals and the public platforms. I spent time thinking about the different jobs SOORIN's official and personal accounts could do, how b.stage fits into the picture, and which features of SOORIN's Room already invite an interaction.

My first research notes were admittedly messy. There were song observations, interface details, graphics ideas, and more possible directions than I had time to build. However, once I realized the Room itself could hold all the pieces together, I stopped trying to develop every idea at once and chose one focus: a recurring fan engagement system.

From there, it was time to turn my research into deliverables. The fan journey came first because it forced me to explain who each piece of content was for. After that, the three HQ accounts made sense: one for community activity, one for music, and one for archives and new-fan guidance. The 30-day calendar tested whether the concept could sustain ordinary weeks. After making it, I created a release activation, recognition formats, and visual examples to show how the same system could become more active during an artist campaign.

The visual side took a different kind of work. I wanted the graphics to feel recognizable within SOORIN's existing aesthetic without being copies of her actual site. Working through the mood boards, reusable motifs, and platform-specific layouts also made me think more carefully about what each post needed to communicate. A nice image is not really helpful if nobody can tell what to do with it.

The limitations I had to work around

This was independent research, so I didn't have access to internal audience data, campaign budgets, a content team, or direct fan feedback. I was also unable to access SOORIN's Room consistently while gathering visual references. Those limitations shaped the project: I built examples around the public material available to me, kept the activations manageable, and avoided claiming the concepts had been tested.

If this were a paid assignment, I would want to review audience behavior with the artist's team, learn what existing community features are actually being used, understand moderation capacity, and check which assets can be adapted. I would also make the engagement calendar flexible enough to change when fans show us what they respond to.

What I took away

This project gave me a way to bring several interests together: writing, music research, visual curation, audience psychology, and community programming.

More than anything, it made me think about fan engagement as something you design over time. A post might spark one conversation, but a familiar ritual can give people a reason to show up every week.

09 / SOORIN'S ROOM

Why fan engagement matters

A strategy takeaway for artists and creative teams.

An artist can have striking visuals, great songs, and a recognizable personality without automatically having a community that stays active between releases. People might admire a post, share a video, and move on. Engagement becomes more meaningful when they have something to do after that first moment of interest.

That could be as simple as a weekly music discussion, a recurring fan prompt, or a shared listening session. It might be a place to show off fan artwork, an archive that helps newer listeners catch up, or a small campaign with a beginning and an end. The point is to give people opportunities to build memories around the music and with one another. Over time, those experiences can strengthen loyalty and make the artist's world feel worth returning to.

It also has a practical side:

- Regular touchpoints give artists and their teams more opportunities to understand what resonates.
- Fans get easier routes to music and content they may have missed.
- A release doesn't have to depend entirely on a few days of promotional posts, because the community is already used to talking, sharing, and showing up.

The list goes on and on.

How I can support that work

My work combines narrative thinking, content planning, and fan engagement strategy. I can help artists and creative teams develop the parts of a fan ecosystem that make sense for their specific identity and resources, rather than reaching for the same promotional template every time.

- Recurring fan rituals, discussion prompts, community features, and thoughtful recognition programs.
- Fan-facing HQ account concepts for music discovery, archives, updates, and coordinated projects.
- Digital campaign concepts, fan missions, and release-week activation plans.
- Content direction and messaging that connect the artist's story, visuals, and online spaces.
- Practical content calendars and participation systems designed with smaller teams in mind.

SOORIN's Room is one example of how I can approach that work. I took an existing artist world, studied its details, and imagined a system that could help fans do more than visit it. For another artist, the answer might look completely different. That is the part I find most interesting: figuring out what already makes people care, and building ways for them to stay connected to it.

Interested in developing a fan engagement concept, community content plan, or release activation for your artist project? I'd love to hear what you're building!

- / SOORIN'S ROOM

Notes & references

Scope, methods, and the public materials used in this independent study.

Research window: initial listening and public-platform review in June 2026. Platform content and audience figures may have changed since then. Descriptions reflect material available during the audit rather than a live or comprehensive account of SOORIN's current channels. No interviews, internal analytics, artist permissions, or implementation results informed this speculative proposal.

Primary artist channels reviewed

SOORIN's Room - https://soorin-room.com/

SOORIN b.stage - https://soorin.bstage.in/

Official Instagram - https://www.instagram.com/soorin.ofcl/

Personal Instagram - https://www.instagram.com/ls2rrr._n/

YouTube - https://www.youtube.com/channel/UCx8I21tS1YSA8w25p1RwsWQ

Spotify - https://open.spotify.com/artist/4cLRxpFe1gW46igW9Hvu6f

Additional research references

The working research brief also drew on public artist-profile and release-reference pages, including KProfiles, K-pop Wiki/Fandom, MK, KstationTV, and Apple Music. These sources informed the early audit; the proposed activities and campaign concepts are independent interpretations.

Portfolio disclosure: This is a self-initiated, independent strategy and design exercise created to demonstrate how fan participation might be organized around a rising artist's existing digital world. All HQ accounts, release activations, recognition formats, and digital-goods extensions are proposed concepts unless expressly described as existing SOORIN assets.