

From Pakho Chau to Joker Xue: A Multidimensional Comparison of Concert Marketing Strategies

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Abstract: As the impact of the pandemic gradually weakens, the global economy has entered a downturn period. However, cultural consumption, especially the concert market, has shown a strong trend of recovery. Concerts, as a unique outlet for emotional release, carry the expectations of countless people. The shocking music and gorgeous stages bring people unparalleled emotional value and become a panacea for soothing the soul. Precisely because of this, this phenomenon deserves our in-depth exploration. This research focuses on two singers with unique styles—Joker Xue and Pakho Chau—and discusses the marketing strategy issues faced by entertainment companies in the face of competition in their concert markets. Through market research, analysis of fan behavior, and data from past concert cases, it is found that Joker Xue has a wide fan base thanks to his unique humorous style and soulful songs, and it is suitable to strengthen social media interaction and topic marketing for him. Pakho Chau, on the other hand, has attracted a large number of fans by virtue of his influence in the Cantonese-speaking regions and solid singing skills. His marketing strategy can focus on regional promotion and offline event marketing. Based on the above analysis, this article suggests that entertainment companies comprehensively apply diversified online and offline strategies to enhance their market competitiveness. This research provides theoretical and practical support for dealing with the competition in the star concert market and helps entertainment companies gain an advantage and maximize their commercial interests in the fierce competition.

Keywords: Joker Xue, Pakho Chau, Concert, Marketing Strategies, Comparative Analysis.

1. Introduction

In recent years, star concerts have evolved beyond music and performances to become a form of cultural consumption with strong emotional resonance and social attributes. With the rise of social media and the fan economy, concert marketing has shifted from traditional offline promotions to integrated strategies combining online and offline efforts. To stand out in the highly competitive market, entertainment companies must innovate in areas such as publicity, ticket pricing, and fan engagement. Joker Xue and Pakho Chau, prominent figures in the Chinese mainland and Hong Kong entertainment scenes, exemplify distinct styles and market dynamics. Joker Xue attracts a broad fan base with his humorous stage presence and soulful music, particularly among younger audiences. Pakho Chau, known for his solid singing skills and cultural influence in Cantonese-speaking regions, has cultivated a loyal fan following. The competition between their concerts reflects the broader

trends and challenges in the entertainment markets of the Chinese mainland, Hong Kong, and Macau. This study examines the marketing strategies of Joker Xue and Pakho Chau as a case to explore how entertainment companies can improve market competitiveness through differentiation. By analyzing brand positioning, fan demographics, and digital strategies, the research identifies key similarities and differences in their marketing approaches and offers practical guidance for entertainment agencies in other similar market competition environments.

2. Overview of Current Market Conditions

In recent years, the concert economy has gradually become an important force in promoting consumption and driving the growth of the cultural tourism industry, especially standing out prominently in 2023. The year 2023 was known as the "big year" for the domestic performance market, and the performance economy became a consumption hotspot throughout the year. Whether in first-tier cities like Beijing, Shanghai, Guangzhou and Shenzhen, or in new first-tier cities such as Chengdu, Xi'an, Zhengzhou and Nanjing, the popularity of concerts continued to soar and attracted widespread attention [1]. Meanwhile, it was also mentioned in national policies to "enrich cultural tourism consumption and promote the consumption of culture, entertainment, sports and exhibitions," which provided a policy basis for the holding of performance activities across the country.

In the competition of the concert market, the brand influence and fan base of artists are of vital importance. Joker Xue is a well-known Chinese mainland pop male singer, music producer and film and television actor, and is widely popular for his diverse musical styles and high-quality works. His representative works include "Actor," "Ugly Monster" and so on, which are deeply loved by the public. In addition, he has performed excellently in variety shows with his humorous personality, further expanding his audience base. It is estimated that Joker Xue has about 40 million fans in China and has also won a certain number of supporters around the world. In contrast, Pakho Chau is a singer and actor from Hong Kong, China. He has also accumulated a large number of loyal fans with his diverse musical styles and stable performances. His representative works include "It's Time" and "My Declaration," etc. Meanwhile, he has also participated in many film and television works, demonstrating his strength in multi-faceted development. As of October 2024, Pakho Chau has about 4.99 million fans on the social media platform Douyin, but there is no clear statistical data on his total number of fans worldwide [2].

3. Comparative Analysis of the Competitive Strengths and Weaknesses of Joker Xue and Pakho Chau in the Entertainment Industry

3.1. Joker Xue: An Artist with Multifaceted Talent and Unique Challenges

Joker Xue is a prominent figure in the Chinese music industry, known for his versatility and creativity. With hit songs like "Serious Snow" and "Actor," he has earned widespread recognition for his heartfelt lyrics, catchy melodies, and distinctive voice [3]. His music resonates deeply with audiences, particularly young listeners, and has established him as a representative of contemporary Chinese pop music [4]. Beyond his musical achievements, Joker Xue's appearances on variety shows have significantly enhanced his popularity. His humor and charisma attract a large fan base, especially among female fans who are drawn to the emotional sincerity of his love songs. Through active engagement on social media, where he shares personal moments and interacts with fans, Joker Xue has further strengthened his connection with his audience.

However, Joker Xue faces challenges that may impact his career. His focus on sad love songs, while successful, risks leading to aesthetic fatigue among listeners due to its limited stylistic diversity. Additionally, past controversies surrounding his personal life, including publicized issues with his

ex-wife, have affected his public image. His delayed responses to these incidents highlight the need for stronger crisis management strategies to safeguard his reputation [5].

In the evolving entertainment market, Joker Xue also encounters growing competition from emerging artists and rapidly changing audience preferences. While the expanding music industry and social media platforms offer opportunities for creativity and fan interaction, they also demand continuous innovation. To maintain his competitive edge, Joker Xue must diversify his musical style, adapt to market trends, and effectively address challenges related to public perception and industry competition.

3.2. Pakho Chau: Versatility with Opportunities for Growth

Pakho Chau has unique opportunities and challenges in his development in the entertainment industry. He is good-looking and has a diverse musical style, with both soulful slow songs and energetic fast songs. He also has certain achievements in the film and television field, which can attract audiences of all age groups. His musical works can touch the hearts of listeners of different age brackets. Teenagers in their teens are attracted by his handsome appearance and works with youthful themes. Young people in their twenties can resonate with the themes of love and struggle in his songs. People in their thirties appreciate the mature thoughts in them, while those over forty can establish an emotional connection of nostalgia from them, demonstrating his broad audience base. However, the popularity of his works is limited in some regions, and there is still room for improvement in his acting skills, which makes it difficult for him to attract new consumer groups and he seems to struggle a bit when dealing with market changes. As the music market is constantly changing, he can try new styles to expand his fan base and strengthen publicity with the help of new media.

In August 2021, Pakho Chau participated in the variety show "Call Me by Fire" launched by Mango TV. This show is a music competition program with male celebrities over 30 years old as the participating group, aiming to display the group image of men and the spirit of challenge [6]. In the initial stage performance of the program, Pakho Chau played the guitar and sang "Are You Still Afraid of the Heavy Rain" by himself. With his unique voice and affectionate interpretation, he won the love of the audience. His on-site piano skills and singing level also showed extremely high artistic expressiveness, laying a solid foundation for the subsequent competitions.

In terms of stage charm and breakthroughs, Pakho Chau has many highlights. In the stage performance of "The Torrent", even when facing situations like falling into the bathtub, being hit by sand and being washed by water, he could still maintain his handsome and stylish image and complete the performance excellently, showing off his macho traits to the fullest. His powerful stage presence and professional dedication are admirable. He also constantly breaks through himself, tries performances in different styles. Programs like the singing and dancing version of "Fearless" in cooperation with Alec Su and other "brothers" and "Lend Me" brought together with Richie Jen and others all demonstrate his love for the stage and the determination to take on challenges, allowing the audience to see various possibilities of him on the stage. However, Pakho Chau also faces some challenges. Firstly, his image creation is relatively single. He usually appears as a handsome and affectionate figure and lacks more diverse character creations. Secondly, the competition in the entertainment industry is becoming increasingly fierce, emerging artists emerge in an endless stream, and the tastes and demands of the audience are becoming more and more changeable, which requires him to keep innovating to maintain his market competitiveness. For continuous development, Pakho Chau needs to make use of his own advantages and make up for the existing disadvantages. He can try to expand communication channels, improve his acting skills, be brave to try new roles and new musical styles, and create a more diversified image so that he can gain a firm foothold in the highly competitive entertainment industry.

4. In-depth Strategic Analysis based on STP Strategy

4.1. Segmentation and Targeting

The fans of Joker Xue are mainly young people aged between 15 and 35, with a relatively high proportion of females, accounting for about 60% - 70%. In terms of geographical distribution, there is a huge fan base in first- and second-tier big cities. This is because these big cities are rich in cultural activities and information spreads quickly, enabling fans to obtain the latest news about their idol in a timely manner. There are also a large number of fans in small and medium-sized cities. They follow Joker Xue through online platforms, actively interact on social media, purchase online peripheral products and digital albums, and recommend his music to people around them, showing strong communication power and actively contributing to the development of Joker Xue's music career. These fans are young, enthusiastic, have relatively strong consumption ability and a sense of communication, and are highly loyal to their idol, willing to spend time and money to support him.

The fans of Pakho Chau are mostly young people aged between 20 and 30. Male fans account for about 55%-60%, and female fans account for about 40%-45%. They are mainly concentrated in Guangzhou, Shenzhen, Hong Kong in the Greater Bay Area and some economically developed coastal cities. These fans are very active in purchasing albums, peripheral products and concert tickets. Regarding purchasing behavior, when it comes to albums, especially limited-edition albums, fans often actively pre-order them in the early stage of release. In terms of peripheral products, they are keen on buying T-shirts, hats, posters and other items printed with Pakho Chau's image. For concert tickets, they will pay attention to the ticket sales information in advance and set reminders, and quickly snap them up on the official ticket sales platform when the tickets go on sale. In terms of communication behavior, on social platforms, fans will take the initiative to share the songs and music videos of Pakho Chau's new albums and recommend them to friends and other fans through WeChat, Weibo and so on. Before and after concerts, fans are the main force of communication. They will share photos and video clips of the scene, using these wonderful moments to attract more people to understand the charm of Pakho Chau.

Based on the above analysis, both the fan groups of Joker Xue and Pakho Chau show a high level of enthusiasm and consumption ability, and there are certain differences in the age and gender ratios of their fans. The target audiences of both artists have already matched the current market situation of concerts, further indicating that they have relatively stable audience bases and market competitiveness in their respective markets.

4.2. Positioning

Currently, Joker Xue attracts numerous fans with his soulful music and humorous image in variety shows. His love songs resonate with people's emotions, and his performances in variety shows bring joy. The reason why he attracts female fans is that he meets their needs for emotional resonance and entertainment. However, he needs to make up for the monotony of his stage performance, such as adding plot-based performances, to enhance the visual experience on the stage and meet fans' higher expectations. Some fans think that Joker Xue is a "lonely warrior" who still sticks to himself in the complex entertainment circle. After experiencing many setbacks such as a career trough, he still adheres to his own music concept and does not drift with the tide. His love for music is like a fire. In the wave of commercialization, he tries hard to maintain the purity of his works. For example, he insists on personally overseeing the details in song production and deeply participates in all aspects from arranging music to mixing, as if he is guarding a pure land of music.

Unlike Joker Xue, the fans of Pakho Chau expect him to add a humorous style, enhance his affinity and develop in a more diversified way to meet their expectations for his continuous innovation. Pakho

Chau can be a "positive energy pioneer who adheres to beliefs". In the complex and changeable entertainment circle, he always adheres to positive and upward beliefs and conveys warmth and strength through his works. Whether it is his serious attitude towards music or the positive image he shows in front of the public, he is like a pioneer, leading a positive trend in his own way. He leads his fans with a firm attitude, and tells everyone through music and actions to stick to their own ideas and do valuable and positive things.

There are certain differences in the image and fan group positioning of Joker Xue and Pakho Chau. Joker Xue often adds a lot of entertainment elements in his concerts, showing his humorous and witty characteristics. With his talent and interesting soul, he has created an approachable image and often considers how to create a better experience from the perspective of fans. His fan group is spread all over the place, with a relatively large proportion of young females and a certain consumption ability. In contrast, the fan group of Pakho Chau is mainly concentrated among Cantonese-speaking regions and fans who are fond of Hong Kong-style culture. His image is more inclined to be handsome and soulful, attracting fans who are interested in Hong Kong-style culture and musical talent.

4.3. Branding

4.3.1. Joker Xue's Brand and Promotion

Joker Xue's brand positioning shows diversity. In the music field, with his soulful lyrics and unique voice, he has successfully shaped the core brand image of a "soulful singer", attracting a wide range of young audiences, especially young women. His musical works are renowned for their complex emotional expressions, providing emotional sustenance and resonance for the listeners and strengthening the emotional bond of his brand. Meanwhile, through innovative brand strategies, he continuously expands his brand influence and demonstrates the potential as an "Explorer." In terms of brand extension, Joker Xue actively combines local cultures to enhance the audience's sense of belonging and freshness. For example, at a concert in Taiyuan, he picked up dough and made sliced noodles on the spot, combining traditional local cuisine with modern music performances, which won high praise from the audience. This integration method of "local culture + music" effectively reinforces the diversity and interest of the brand. In addition, he is creative in stage styling, showing his individuality and fashion taste. From exaggerated clown makeup to see-through outfits, and then to wearing traditional Northeast floral clothing, each performance can bring a refreshing feeling and further enhance the novelty and visual appeal of the brand.

At the same time, Joker Xue's humorous performances in variety shows have made him a "humorous variety star". He is good at using humorous language and exaggerated performances to bring joy and relaxation to the audience. The shaping of this dual image makes Joker Xue's brand more abundant and attractive. Besides controlling the atmosphere in variety shows, he can also show the demeanor of a "Ruler" in terms of knowledge reserve. For example, in cultural variety shows, he can casually cite historical allusions, poems and lyrics, showing his profound cultural heritage and becoming a wise "ruler" with his extensive knowledge.

In the creative field, when it comes to designing program links or performance forms, Joker Xue can quickly put forward novel, unique and feasible schemes, just like the master of the creative kingdom, leading the trend direction and demonstrating the coordination and control ability of a "Ruler". In TV dramas, Joker Xue plays the role of a domineering president with a "Ruler" image, which is extremely attractive. In appearance, he wears custom-made suits, with sharp and confident eyes, and his every move shows dignity. In the plot, he is tough in business competition and controls the whole situation like a king. Facing the provocation of opponents, he slightly raises the corners of his mouth and easily resolves it with wisdom and courage, showing powerful dominance. Emotionally, when facing his lover, although he has a tender side, he still retains the domineering nature in his

bones. This contrast makes the character more charming and makes the audience deeply fascinated by the image of the domineering president he has created.

4.3.2. Pakho Chau's Brand and Promotion

Pakho Chau's brand positioning mainly revolves around the "Representative of Hong Kong Style and a Talented Singer." As a Hong Kong artist, his musical works are full of strong Hong Kong-style characteristics. Whether it is the melody of Cantonese songs or the Hong Kong regional culture and emotional life shown in the lyrics, they have all become important symbols of his brand.

Pakho Chau's music style is relatively stable, mainly focusing on soulful singing and delicate emotional expressions. His songs such as "It's Time" and "Rumors" convey the emotional attitudes and lifestyles of Hong Kong people, attracting numerous fans of Hong Kong-style culture and listeners in Cantonese-speaking areas. Pakho Chau can play a modern version of the "Painter and Muse" lover image. He plays an artistically tempered painter, wearing simple yet design-sense clothing. By chance, he meets his muse - an energetic dancer. Their encounter is like the collision of stars, instantly igniting a romantic spark. This lover image is full of romantic charm and artistic beauty. Pakho Chau can, through delicate performances and affectionate gazes, interpret this unique love story in an exciting way.

In terms of promotion, Pakho Chau mainly promotes his brand by participating in Hong Kong's music activities and cooperating with other Hong Kong artists. He actively participates in various music festivals, award ceremonies and other activities in Hong Kong to demonstrate his musical strength. Meanwhile, cooperation with other Hong Kong artists also helps to expand his audience group.

In addition, Pakho Chau is also gradually expanding the mainland market and releasing Mandarin songs to attract more listeners. He can strengthen his publicity efforts in the mainland by participating in mainland music programs, holding fan meetings and other ways to increase his popularity in the mainland.

5. Discussion

Pop music, as a product of the "new era," has greater commercial value compared to traditional music. Its emergence and development are closely integrated with the modern market, with economic profit as the core driving force. During its development process, commercial value and artistic value complement each other [7]. Joker Xue and Pakho Chau, as representative figures in the field of pop music, each demonstrate unique commercial value and artistic value.

Joker Xue is popular in the female market. Firstly, his love songs are highly infectious and can accurately hit on various emotions that women experience in love. The lyrics often reflect the delicate psychology of women in emotional relationships. Secondly, he has a strong sense of variety show and frequently appears in the public eye, enjoying high exposure. Describing him as an "iPhone" means that he has always kept up with the trend and continuously innovated, constantly outputting new works with changes in both musical styles and performance forms. Pakho Chau also has quite a number of fans. However, in comparison, the update frequency of his works and the degree of topic creation are slightly inferior in market competition, just like Nokia gradually losing its advantage in the era of smartphones. It's not that he is not good, but in the changing trend of popularity, Joker Xue is better able to adapt to the trend.

Moreover, the economic linkage effect of concerts also reflects the commercial value of pop music. Taking the example of Mayday's ten consecutive concerts at the Bird's Nest, the box office revenue in a single city exceeded 100 million yuan, becoming an important engine for local economic growth.

This phenomenon shows that pop music not only meets the entertainment needs but also becomes a powerful boost for promoting regional economic development [8].

6. Conclusion

Considering various factors comprehensively, Joker Xue demonstrates more prominent advantages in the current specific context. His performance in aspects such as market influence, fan base and commercial monetization ability makes brokerage companies tend to choose Xue Zhiqian preferentially when making cooperation decisions. However, this doesn't mean ignoring the potential and value of Pakho Chau. Pakho Chau also has unique artistic charm and an audience group. In some specific projects or market segments, cooperating with Pakho Chau can also achieve good results. From the perspective of long-term development, companies will continuously pay attention to market dynamics and the long-term development expectations of consumers. If the market trend changes in the future and consumers' expectations regarding artist images, musical styles and other aspects change, the company will not rule out re-evaluating the cooperation opportunities with Pakho Chau and may even invest more resources in his long-term cultivation to create an artist cooperation model that meets market demands and the company's strategic layout, so as to achieve a win-win situation for both the company and the artist and sustainable development in the entertainment market.

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