How Netflix Created a Golden Marketing Campaign for KPop Demon Hunters

KPop Demon Hunters viewership is continuing to go up, up, up, and Netflix’s marketing blitz deserves some credit.

Since its debut on Netflix on June 20, KPop Demon Hunters has become ingrained in pop culture, with numerous accolades to its name: The hit song “Golden” reached No. 1 on the Billboard charts, dance challenges have taken over TikTok, and the film has become the most-streamed movie in Netflix’s history.

But where did the film’s meteoric rise in popularity come from? And how is Netflix keeping it going?

KPop Demon Hunters sits at the perfect intersection of two cultural phenomena: animation and K-pop.

Recommended videos
https://www.adweek.com/convergent-tv/netflix-marketing-campaign-kpop-demon-hunters/