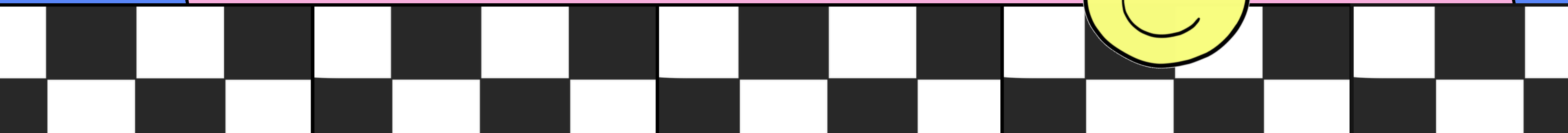
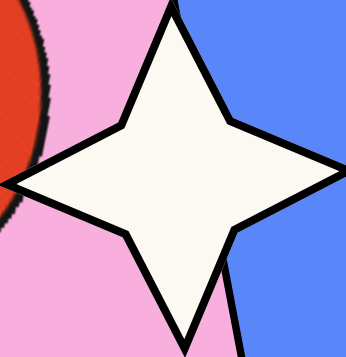
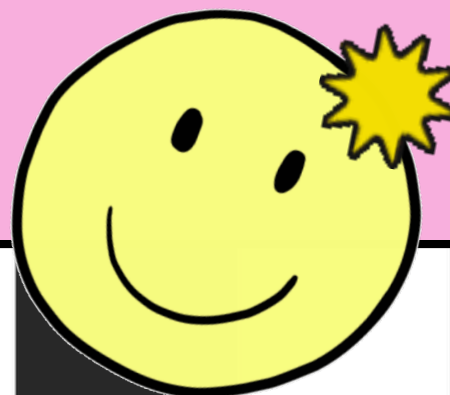
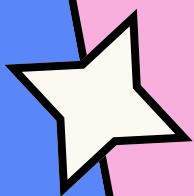
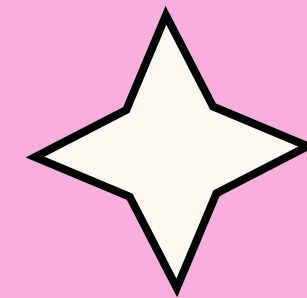
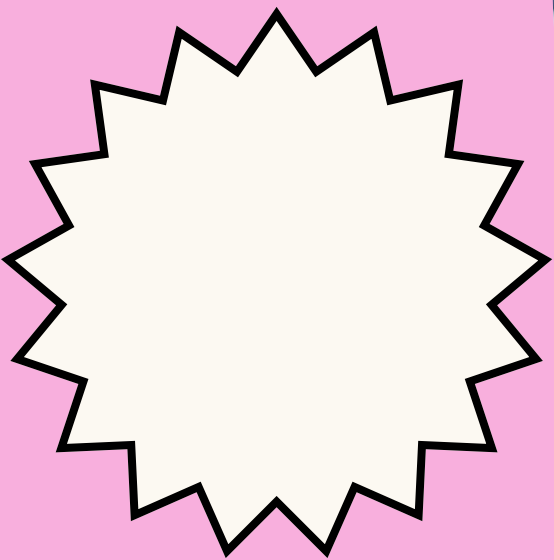


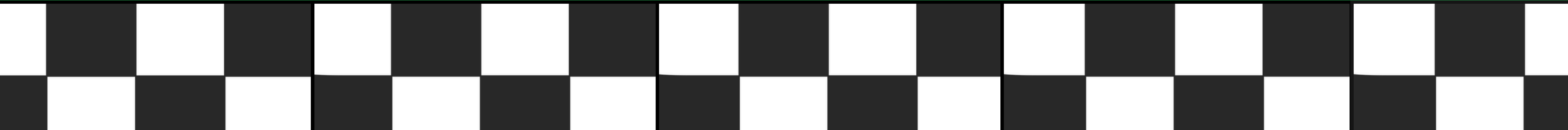
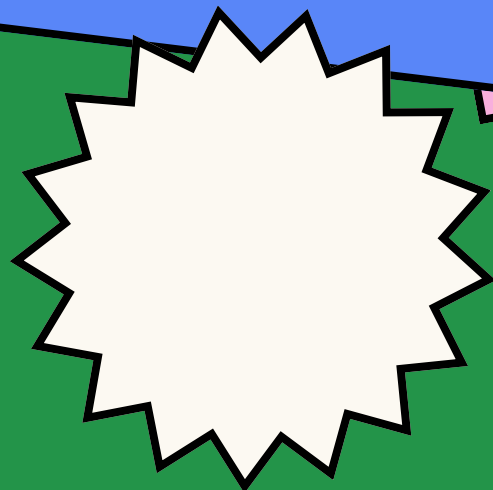
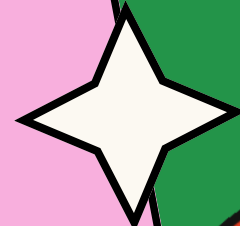
AIKO

A VIRTUAL INFLUENCER FROM JAPAN





PERSONA



- **Name:** Aiko
- **Age:** 18 years old
- **Gender:** Female
- **Ethnicity:** Japanese
- **Location:** Tokyo, Japan (about to be based in Syracuse for University)
- **Language:** Fluent in Japanese and English



- **Background:** Incoming freshman at **Syracuse University**, majoring in **Esports Communications and Management**. Grew up in a tech-savvy household and has been passionate about gaming and anime from a young age.
- **Socioeconomic status:** Middle-class background with a strong emphasis on education and technology.
- **Education:** Attended an international school in Tokyo, which fostered her bilingual skills and global perspective.



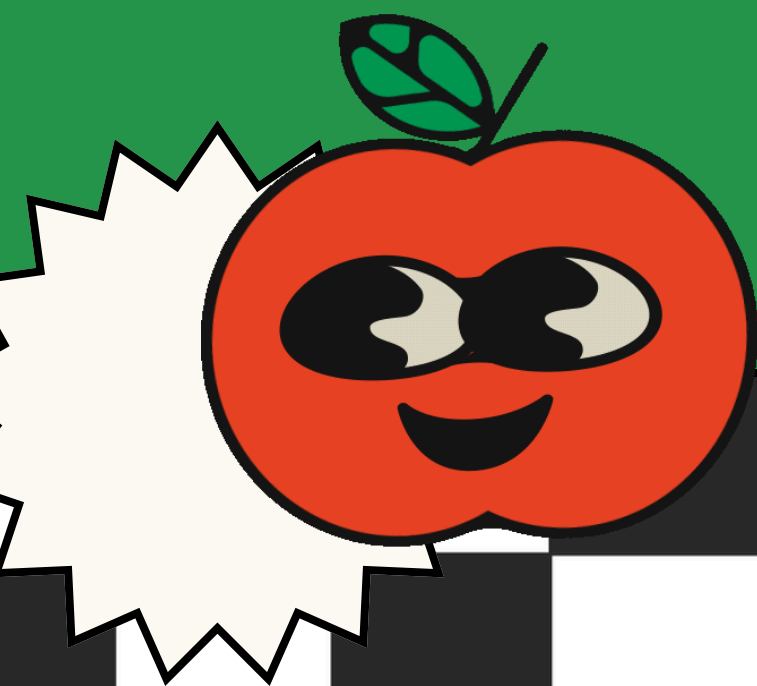
Appearance

- Long, straight, dyed **purple hair** with blunt bangs
- Large, expressive, and brown eyes, often highlighted with subtle **anime-style makeup** of winged eyeliner
- Casual and trendy clothing often colored **black, white and purple**. When she is not wearing comfortable gaming attire she wears fashionable, trendy clothes.

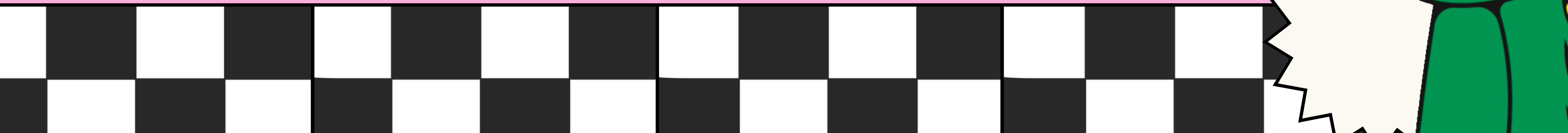
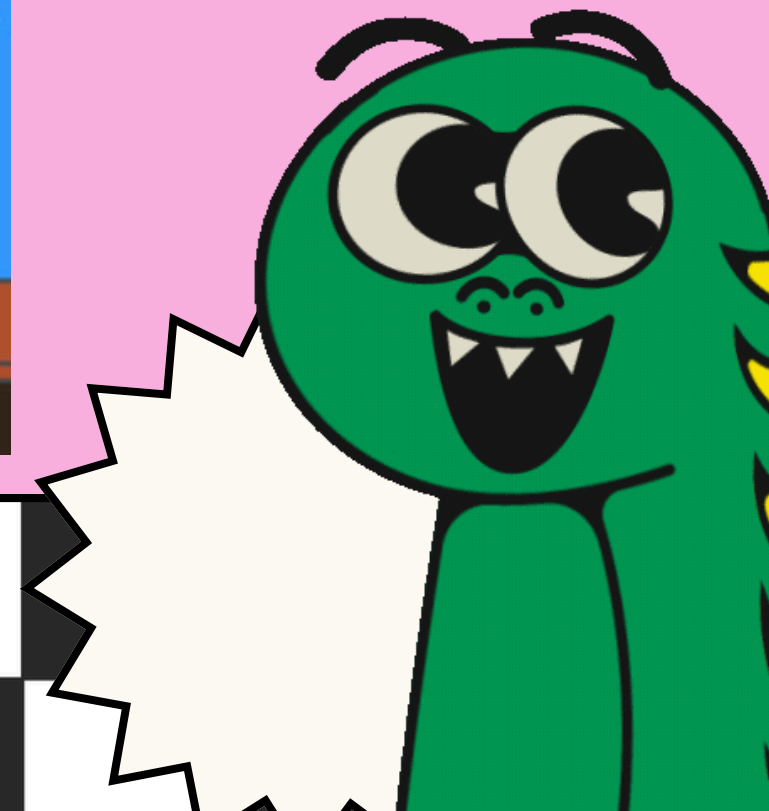
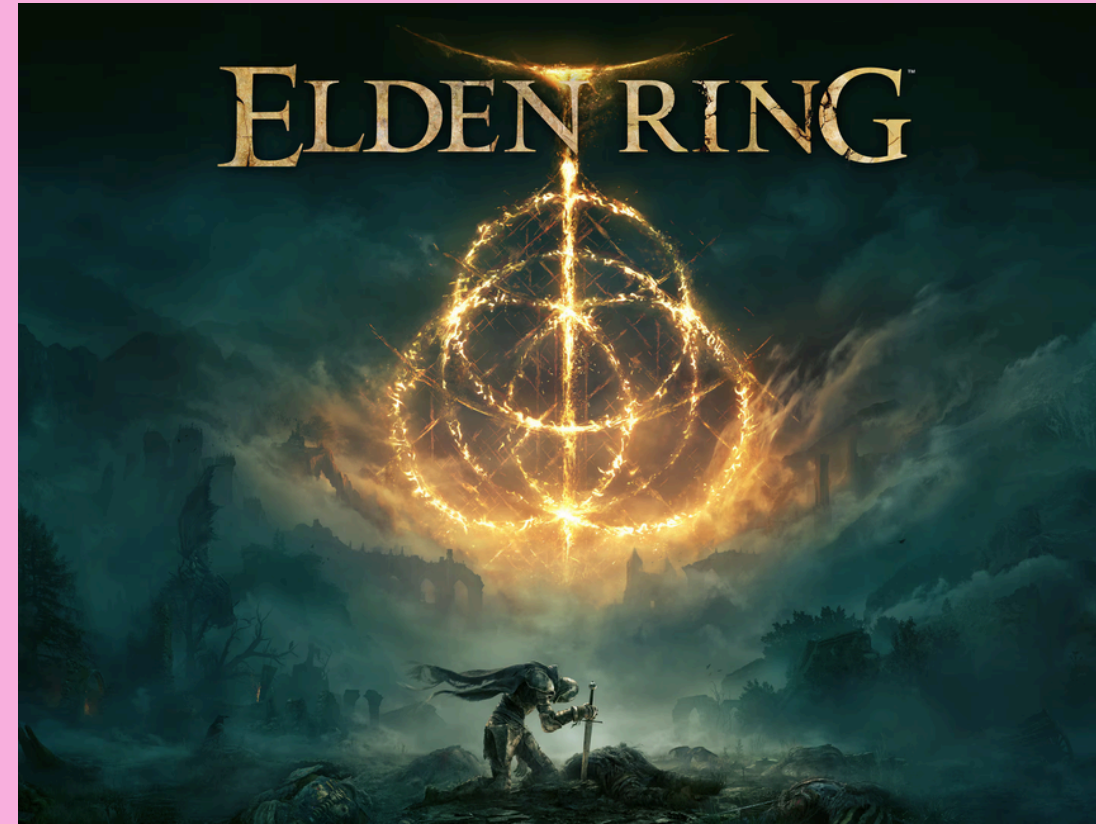




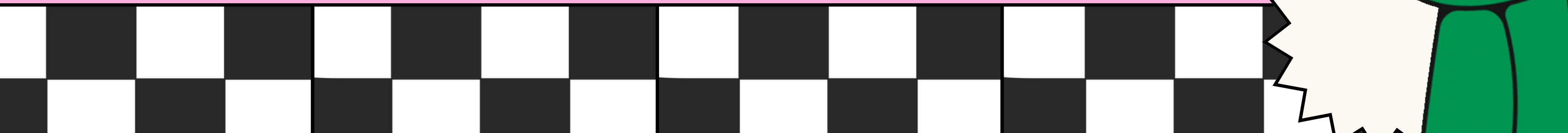
INTERESTS AND PERSONALITY TRAITS



- **Gaming:** Enthusiast of role-playing and action games.



- **Anime:** Passionate about anime, often discussing her favorite series and attending related events.

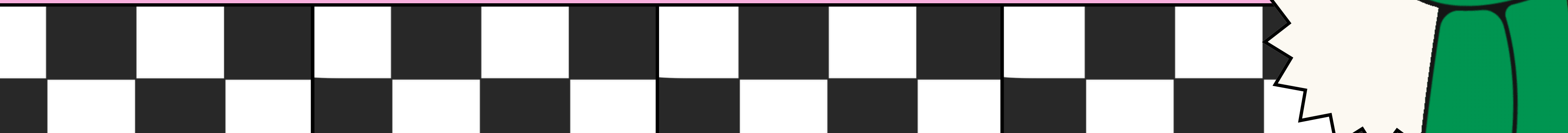
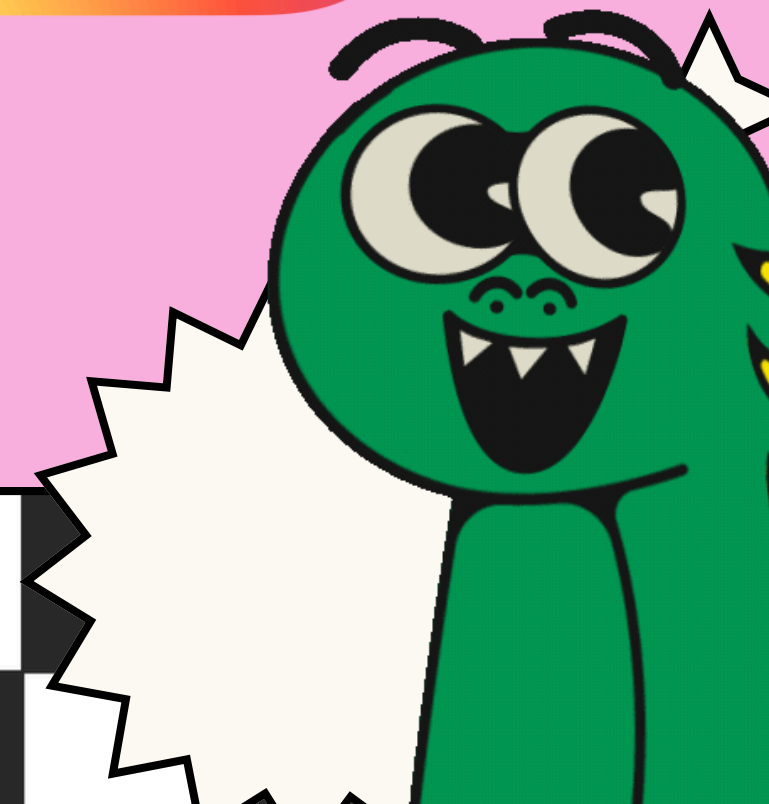


- **Streaming/Vlogging:** Regularly streams gameplay and vlogs about her life as a student and gamer. Her username is **@CrystalChronos** which is an obscure reference to the game Final Fantasy.

twittech

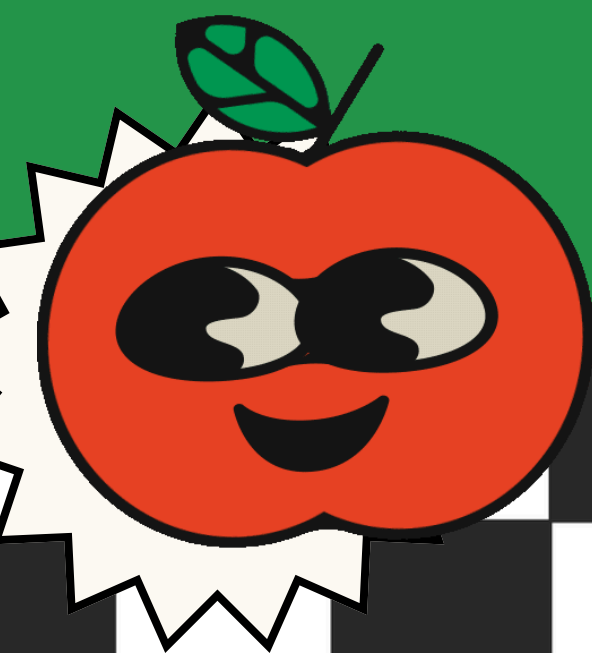


You Tube





COMPETITION



IMMA



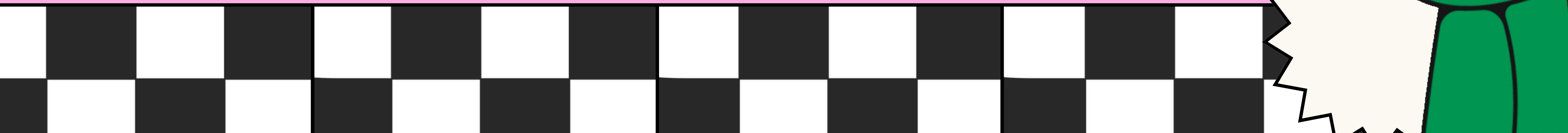
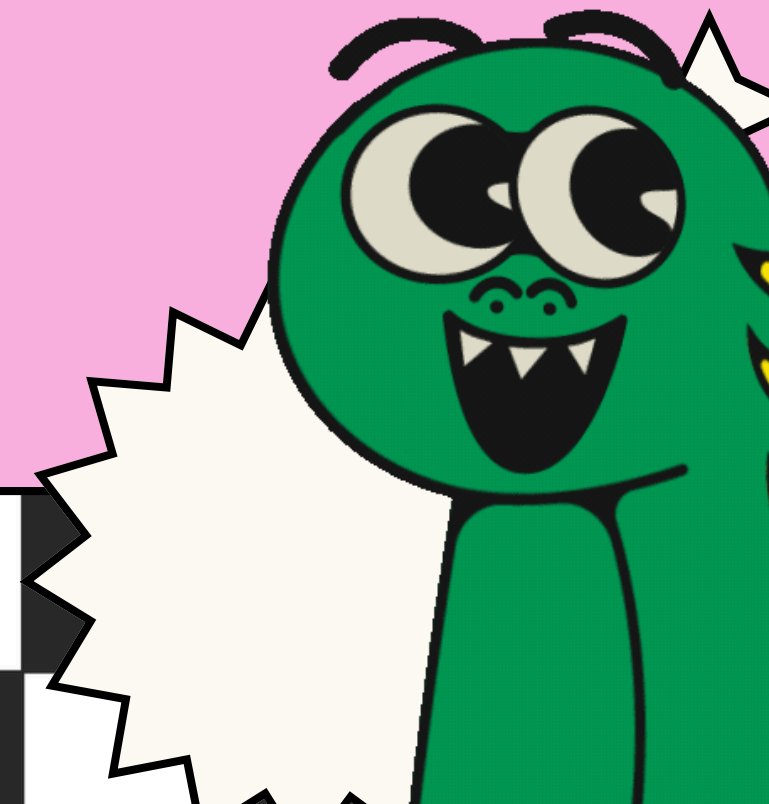
- **Japanese virtual influencer** created by the modeling agency Aww Inc. Strong presence on Instagram and is known for her fashion and lifestyle content.
- **386k Instagram followers**

Strengths:

Realistic design, high engagement with followers, and cultural relevance in Japan.

Weaknesses:

Focused on fashion and lifestyle, not specifically on gaming or anime.



13:00

imma.gram

800 posts 387K followers 692 following

imma
Virtual girl in 🇯🇵
beacons.ai/imma_official

Follow Message Email

Minimma ZEPETO NFT NEWS Amazon Drop

TED DAVID 400 Futurology

Home Search Add Post Profile

13:01

IMMA.GRAM Posts Follow

imma.gram



Liked by makitanu_haharu and others
imma.gram 🍄🍄🍄🍄🍄🍄🍄🍄🍄
mushroomarianism?
View all 46 comments
13 March 2023

Home Search Add Post Profile

13:00

IMMA.GRAM Posts Follow

imma.gram



Liked by dahyun_san007 and others
imma.gram In Paris 🇫🇷⚡🧠
doublet ss 2025 🍡🎌🎉🎊🇯🇵
Just in time to catch the @__doublet__ collection... more
View all 39 comments
2 days ago · See Translation

imma.gram

Home Search Add Post Profile

POKIMANE



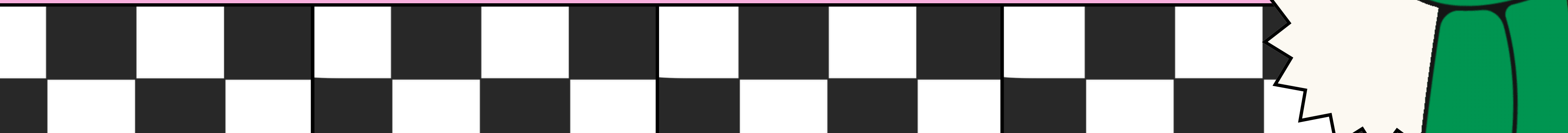
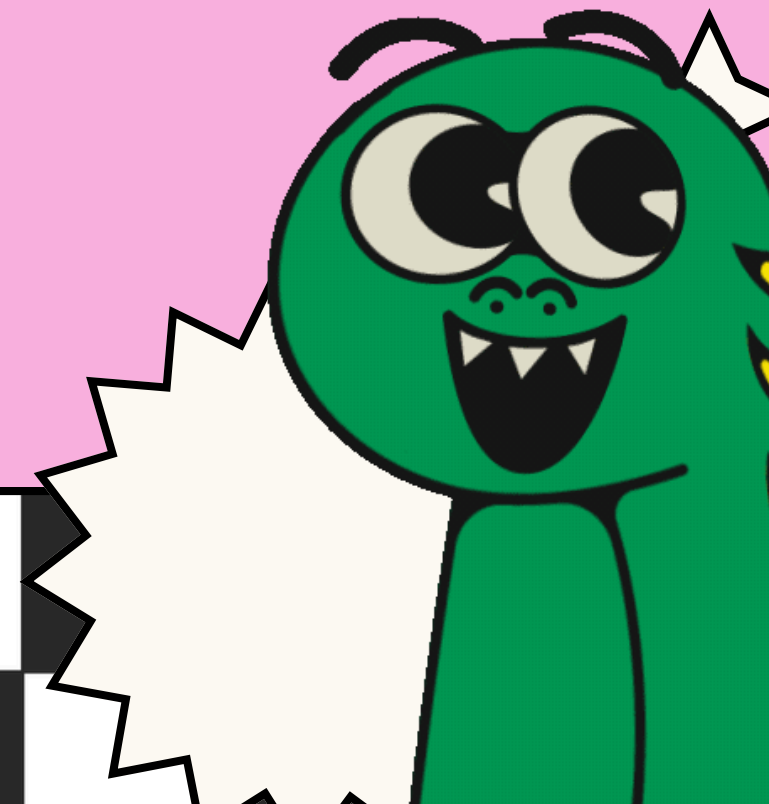
- Moroccan-Canadian internet personality and Twitch streamer. She is known for her live streams of video game content, including League of Legends and Fortnite.
- **5.8M** Instagram followers

Strengths:

Highly popular with a massive following, diverse content, and strong community engagement.

Weaknesses:

A real influencer with human limitations, not an AI-generated persona.



13:02

pokimanelol

316 posts 5.8 M followers 798 following

pokimane

pokimanelol

digital girl ☆
host of the @donttellanyone podcast

youtu.be/Pd1qH9HQ4Cw?si=c... and 2 more

chat :) · 187.8K members

Followed by **aidan.montanaro**, **anthonyapadopoulos7** and 1 other

Follow **Message** **Email**

videos things i like me thoughts mimi & beau

13:02

POKIMANELOL Posts **Follow**

pokimanelol

1/4

Liked by **aidan.montanaro** and 882,931 others

pokimanelol i wanna know if i tell you a secret, will you keep it?

[View all 7,165 comments](#)

6 April 2021

13:02

POKIMANELOL Posts **Follow**

pokimanelol

Your heart (~ 3 ~)

1/5

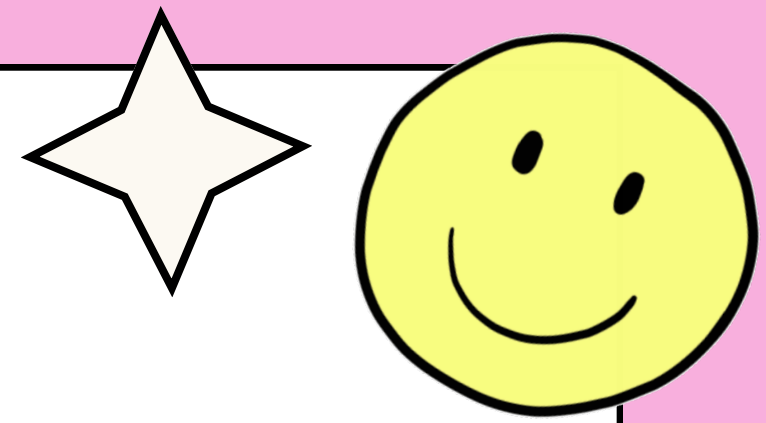
275,743 likes

pokimanelol pov: i take you out to dinner and pay for everything 😊❤️

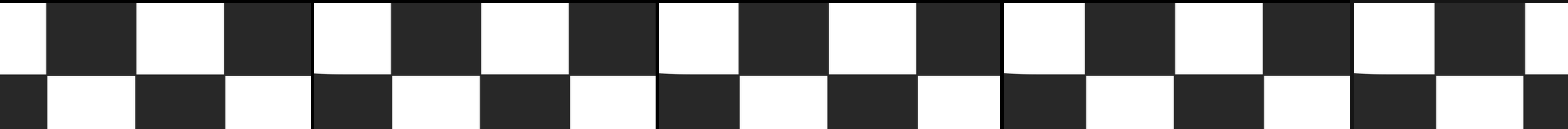
[View all 1,612 comments](#)

6 days ago

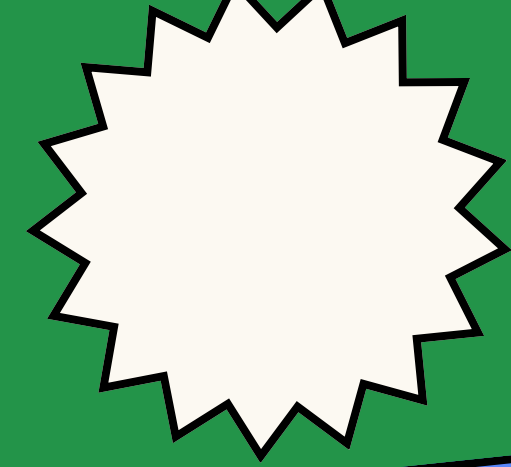
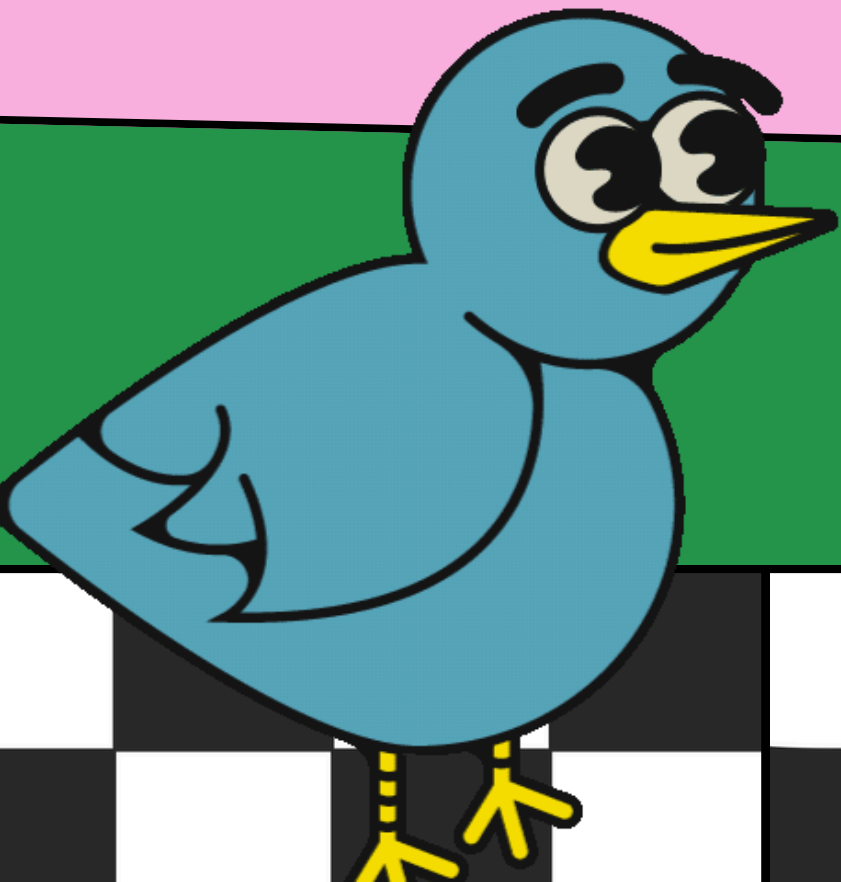
DIFFERENTIATION STRATEGY



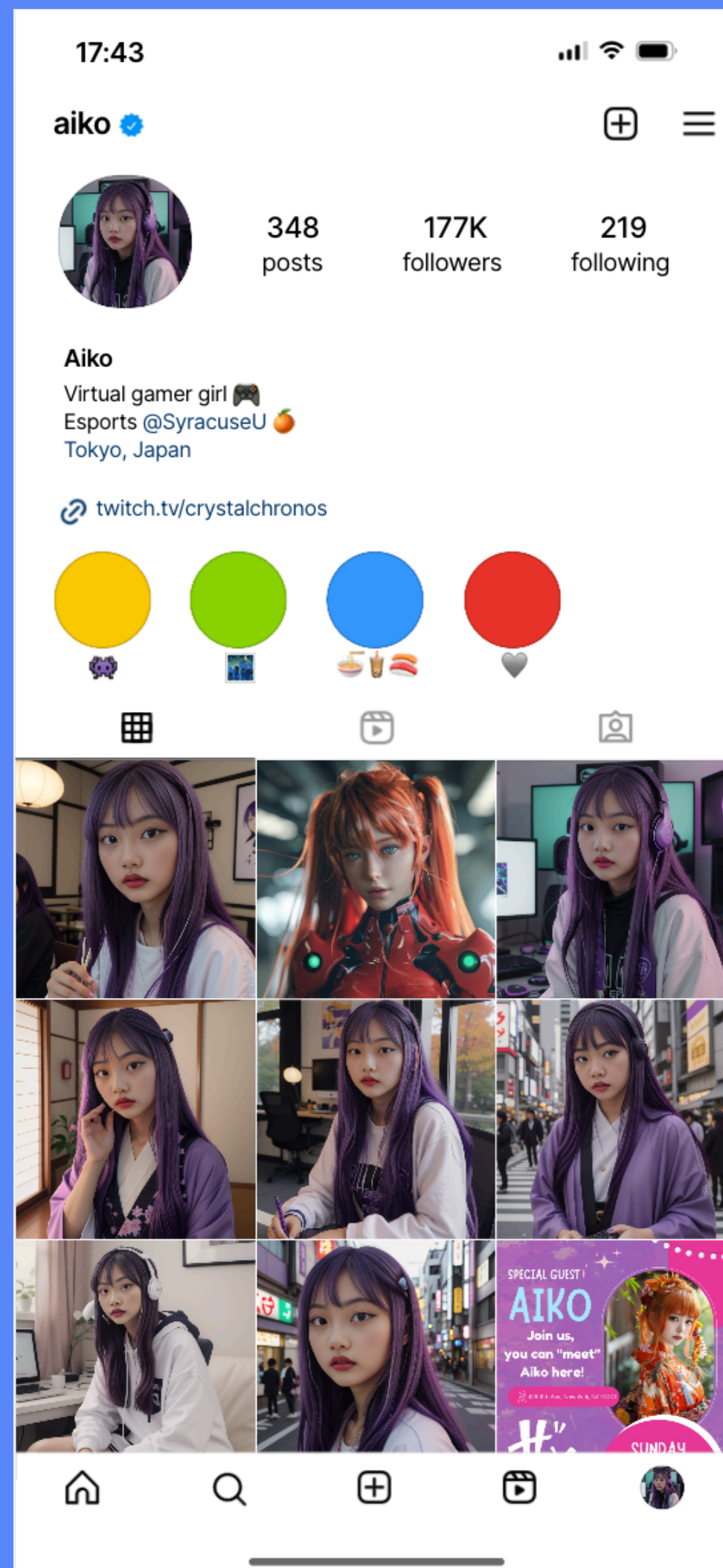
- **Focus on Niche:** Specialize in gaming and anime, combining the strengths of both AI-generated and real influencers.
- **Engagement:** High level of interaction with followers through live streams, Q&A sessions, and Discord community building.
- **Visual and Personality Appeal:** Unique appearance and lively personality tailored to resonate with the target audience.



SOCIAL MEDIA CONTENT CALENDAR



INSTAGRAM PROFILE



Monday: Japanese Photo

“Archive from Tokyo

*

*

東京からのアーカイブ

[#peopleoftokyo](#) [#tokyo](#) [#aikoklub](#)”

- Hold Japanese follower’s interest by relating back to Japan
- Shows US followers what her home is like
- Posting a photo with no call to action’s to break up her content
- Follows the trend of posting archived photos



Tuesday: Campus Life

- Instagram stories about her day on campus
- Bilingual captions (English and Japanese) to engage both Japanese and English-speaking followers
- Regular updates throughout the day to keep the audience engaged and coming back
- Share snippets or highlights from the Instagram stories on other platforms (X, Discord) to attract followers from different channels



Wednesday: Studying

“Had to find some time to study... lucky I love my program

[@esportssyracuse](#)

What are your favorite study tips?

*

*

勉強する時間を見つけなければなりませんでした...幸運なことに、自分のプログラムが大好きです [@esportssyracuse](#)
[#studywithaiko](#) [#aikoklub](#)”

- Promotes Syracuse’s program
- Uses her relevant hashtags
- She will engage back with her followers and let her followers communicate with each other about their favorite study tips



Thursday: Throwback Thursday

“[#TBT](#) to Japan. Is anyone else missing home a little?

*

*

[#TBT](#) 日本へ. 他に少し家が恋しい人はいますか?

[#lovemyculture](#) [#japan](#) [#aikoklub](#)“

- Respond to comments and stories, sharing and highlighting follower responses to create a sense of community and shared experience
- Use relevant hashtags
- Keep Japanese following engaged while also teach US following what her culture is like



Friday: Live Streaming

“POV: Gaming all day, all night.

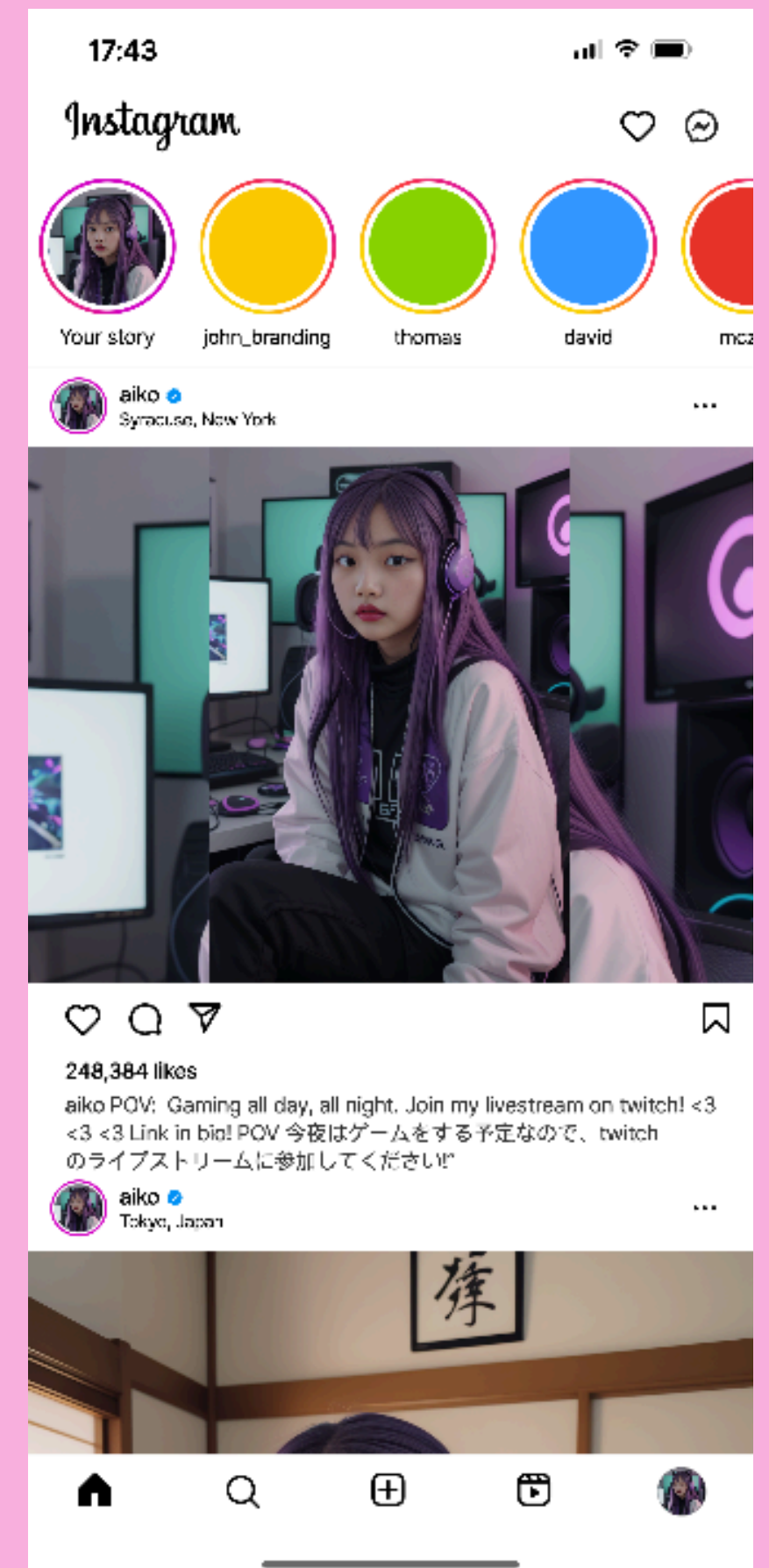
Join my livestream on twitch! <3 <3 <3 Link in bio!

*

*

POV 今夜はゲームをする予定なので、twitch のライブストリームに参加してください!”

- Share stream details on all social media platforms (Instagram, X, Discord)
- Collaborate with other streamers and influencers
- Post reminders leading up to the live stream
- Engage with viewers in real-time, answer their questions, take game suggestions, and respond to comments



Saturday: NYC for cosplay a event

“Comicon NYC for the weekend, come say hi!

*

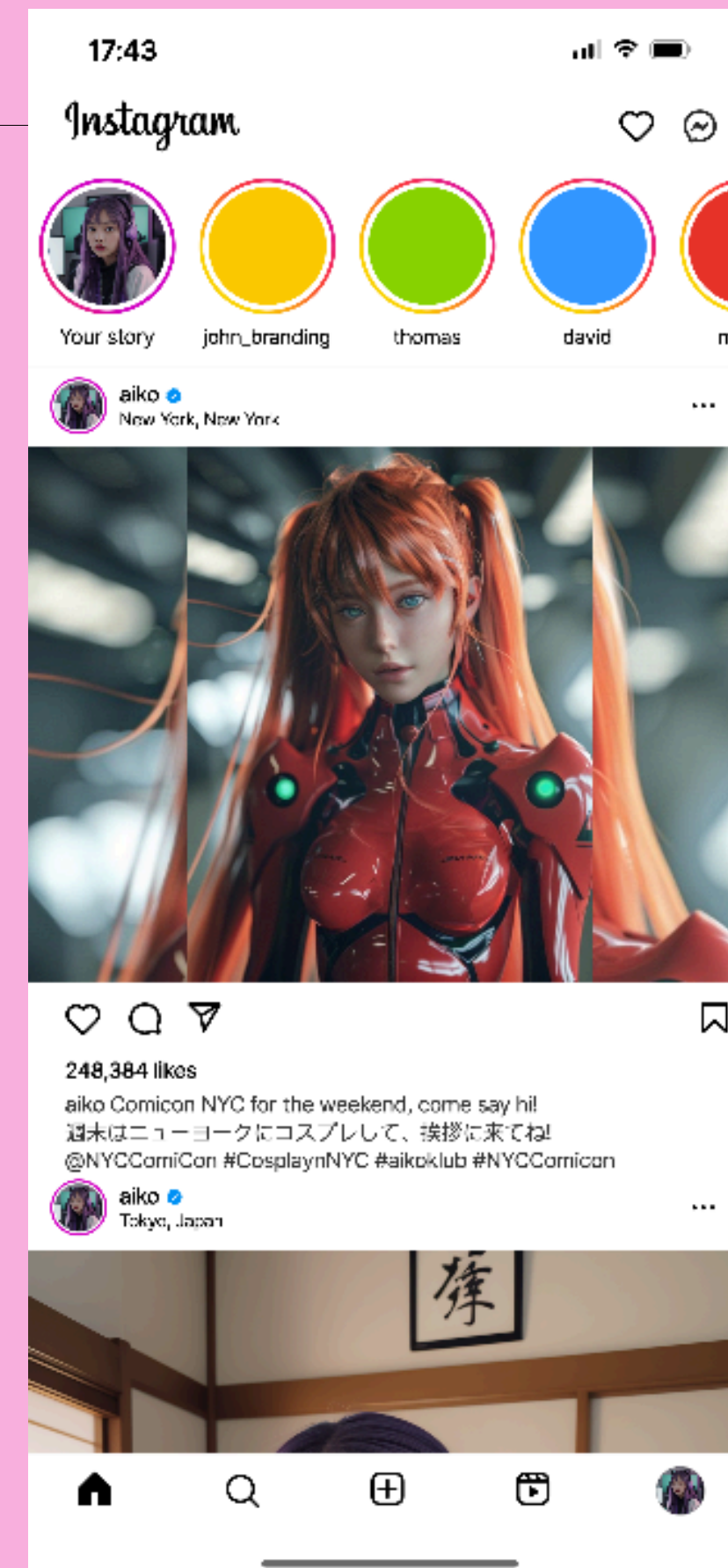
*

週末はニューヨークにコスプレして、挨拶に来てね!

[@NYCComiCon](#) [#CosplaynNYC](#) [#aikoklub](#)

[#meetandgreet](#) [#NYCComicon](#)

- Promoting a meet and greet at an event where her target audience will likely be in attendance
- Hashtags that are relevant to her and the event
- Shows that there is more to do as a student in Syracuse than just studying
- Follows up from her promotional activity for the event



Sunday: Weekly Recap & Q&A

“Enjoying my ramen and winding down. Let’s do a Q&A, ask me anything in the comments or use the question box on my story. Can’t wait to chat <3 <3 <3

*

*

ラーメンを楽しんでリラックスしてください。Q&Aを行ったり、コメントで何でも質問したり、ストーリーの質問ボックスを使用したりしてみましよう。チャットするのが待ちきれません

[#ramen](#) [#syracuseuniversity](#) [#goorange](#) [#aikoklub](#) [#gaming](#)”

- Use relevant hashtags
- Includes a call to action
- Fosters a closer connection with her audience

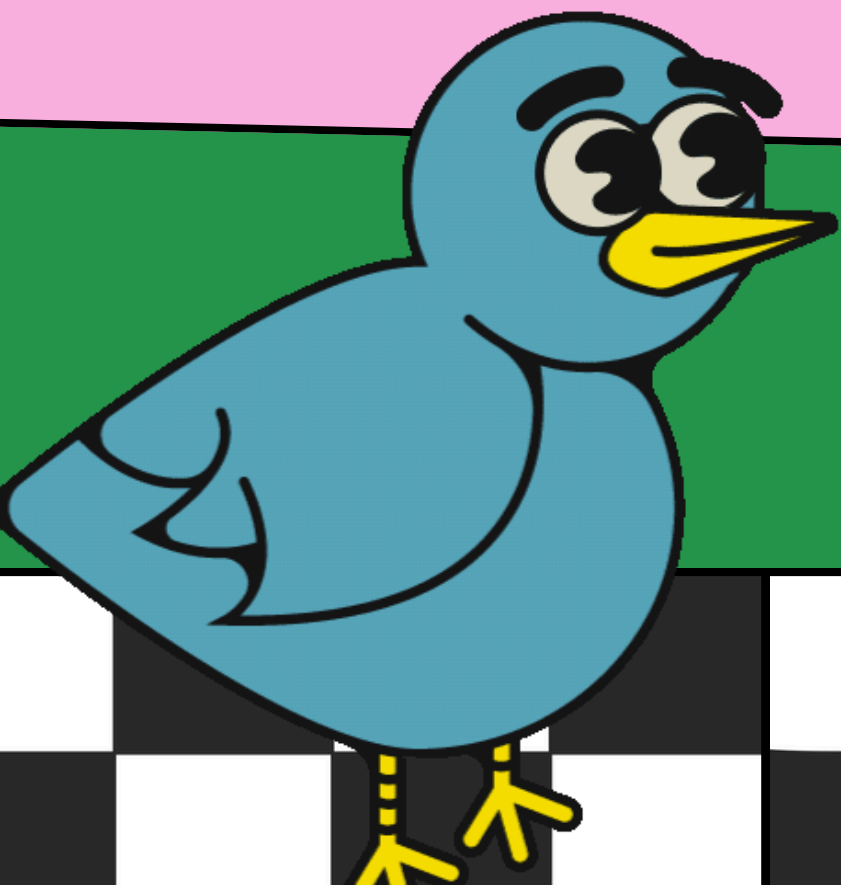


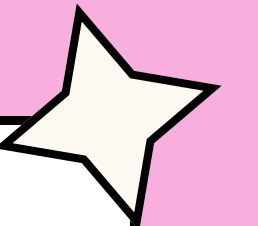
GENERAL CONTENT PLAN

- Provides varied and interesting content that resonates with her target audience (studying abroad, gaming, events, Tokyo)
- Fosters a sense of community and connection among followers through interactive content and real-time engagement, replying to comments straight away.
- Showcase Aiko's personality, interests, and experiences to establish a strong and relatable online presence.
- Utilises Instagram for promotional and social content, however, uses Twitch, Steam, and, Discord every day to continue to engage her gaming followers.
- Uses both English and Japanese
- Uses hashtags and tags brands
- Posts at all hours of the day to ensure she will always reach her Japanese and US followers

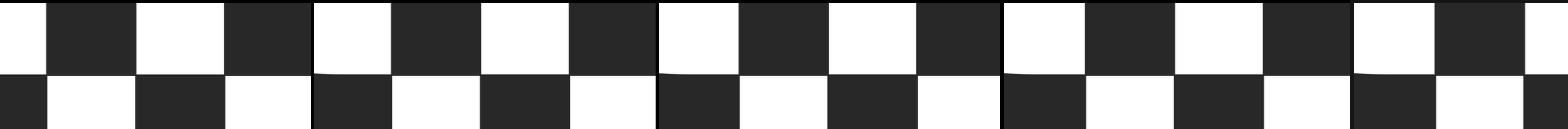


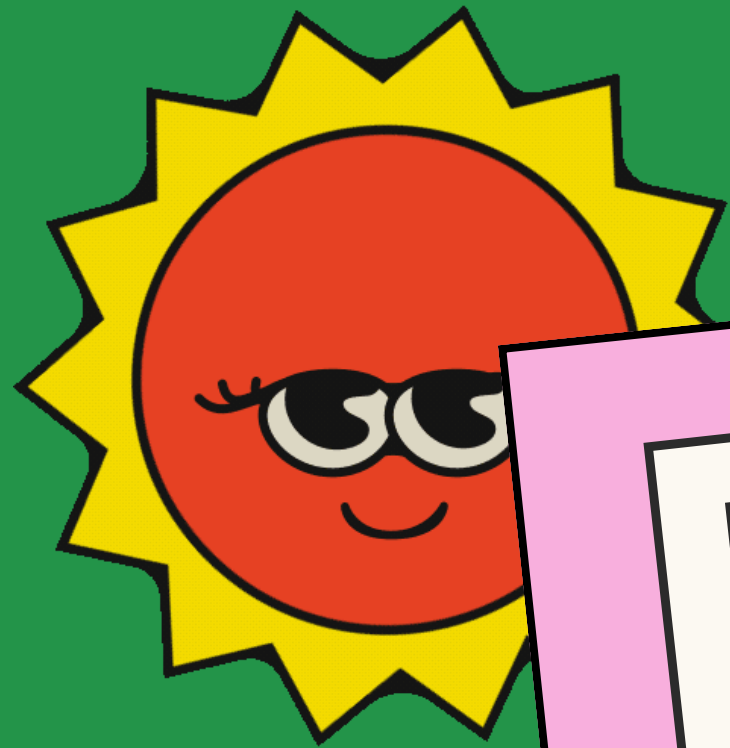
TARGET AUDIENCE



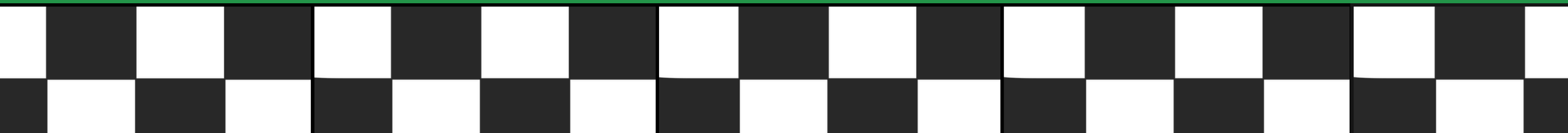


- Japanese **females**
- Ages 14 to 18 years old and **in high school**
- Enjoys playing **video games** and/or watching video game livestreams, but don't livestream themselves
- Enjoys watching **anime** television shows and movies
- Desires to go to the **United States** for college
- May be interested in the Esports program at **Syracuse University**
- Fluent in both **Japanese** and **English**
- Favorite media platforms are **Instagram, Twitch, Steam, YouTube**



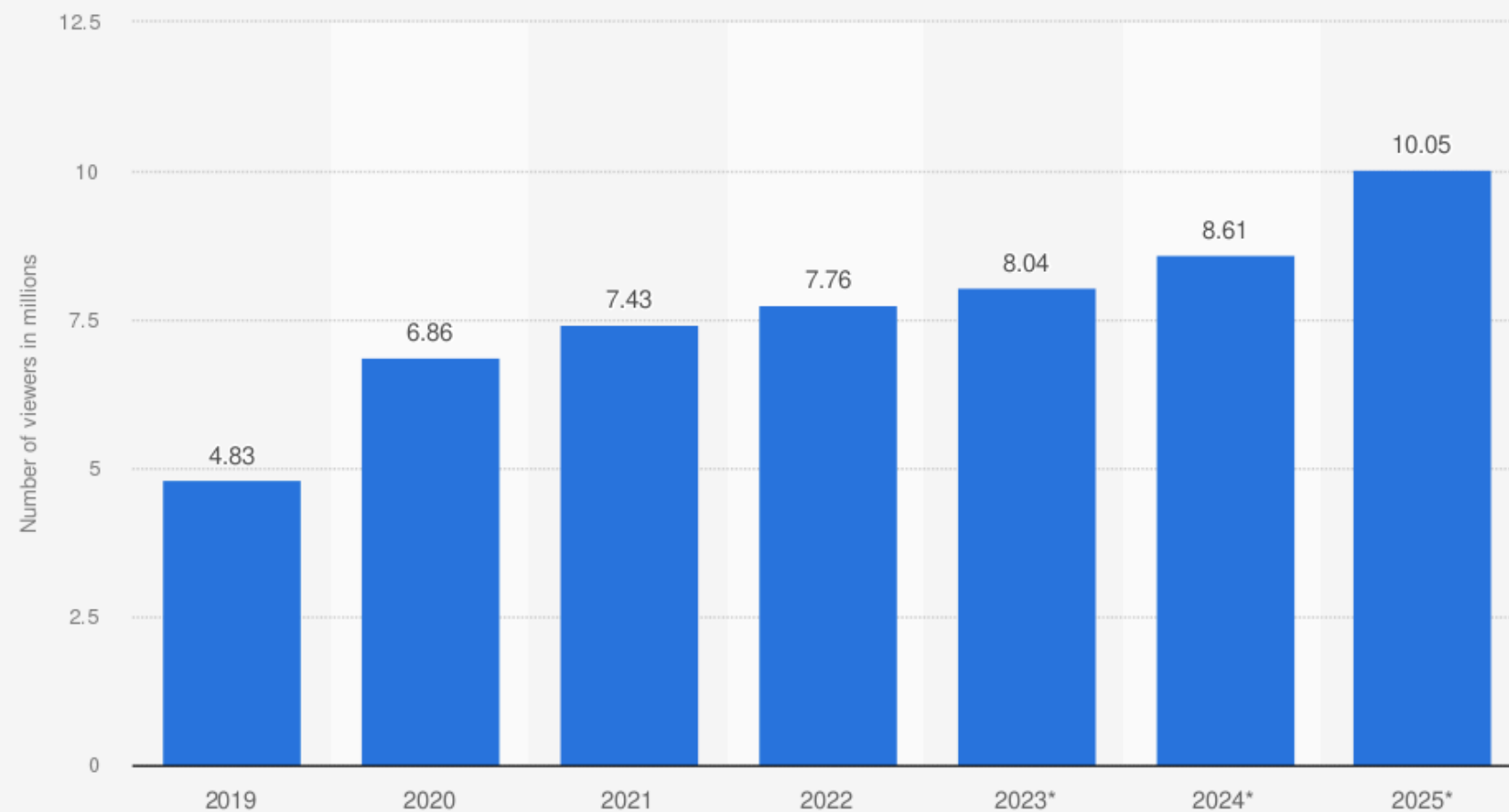


RESEARCH



Esports Engagement: The esports audience in Japan is growing, with significant market size and viewer engagement.

Number of eSports viewers in Japan from 2019 to 2022 with a forecast until 2025 (in millions)



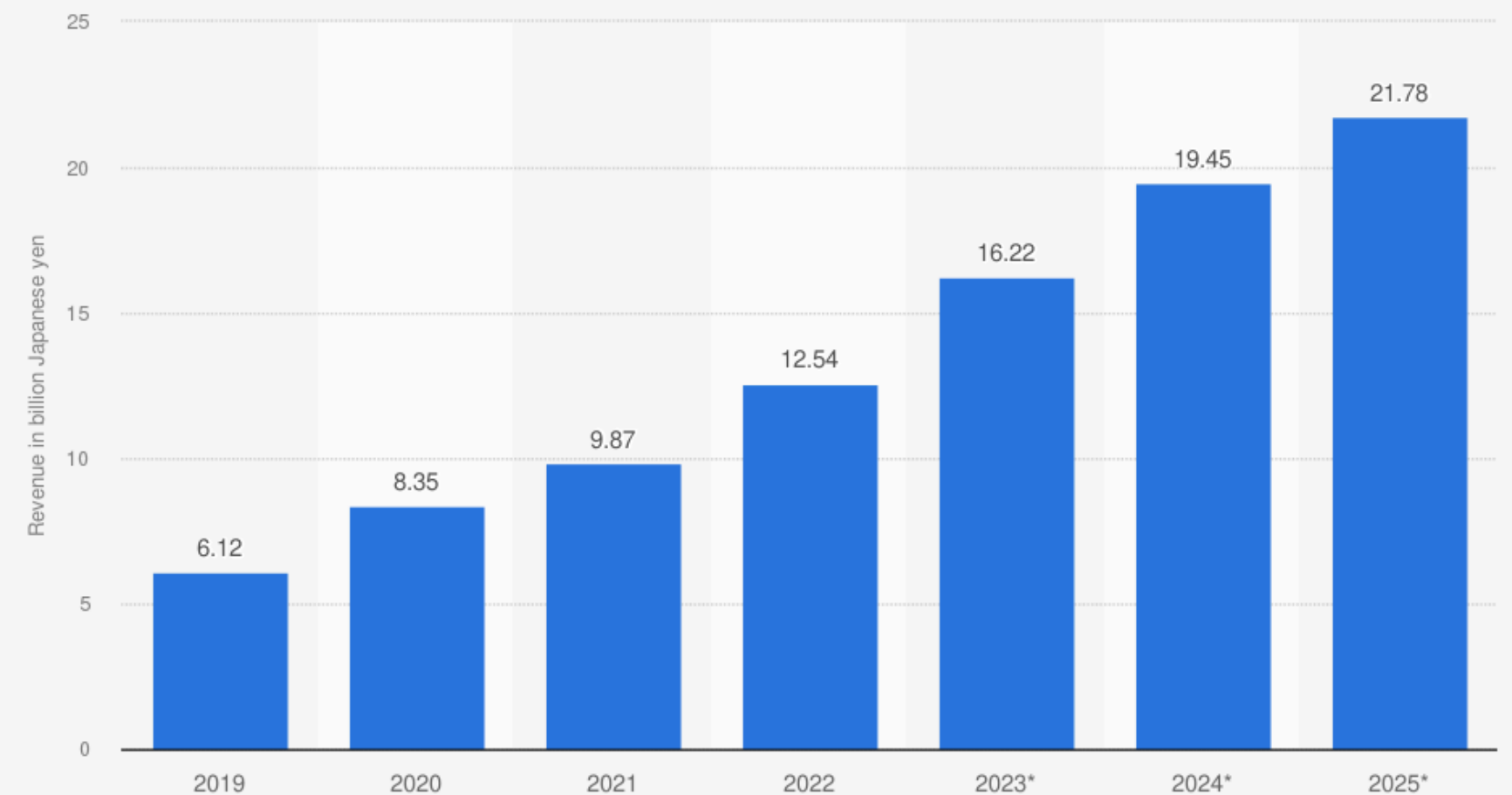
Sources

Japan eSports Union; Kadokawa ASCII Research Laboratories
© Statista 2024

Additional Information:

Japan; Kadokawa ASCII Research Laboratories; 2019 to 2022; figures refer to the number of people who had the experience of watching matches, watching matches via online videos, or watching matches via broadcasting, such as terrestrial programs

Revenue of the eSports market in Japan from 2019 to 2022 with a forecast until 2025 (in billion Japanese yen)



Sources

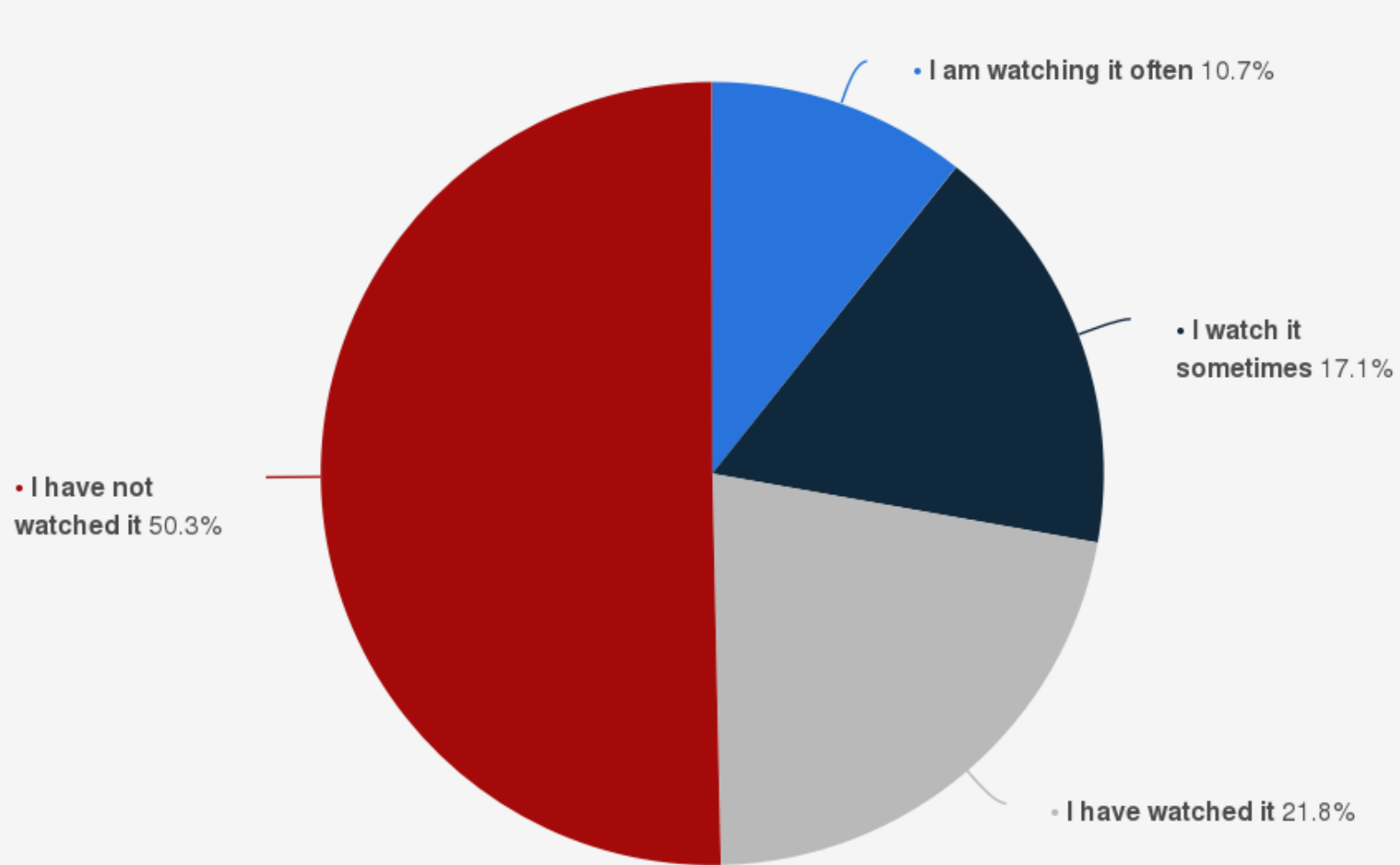
Japan eSports Union; Kadokawa ASCII Research Laboratories
© Statista 2024

Additional Information:

Japan; Kadokawa ASCII Research Laboratories; 2019 to 2022

Streaming Habits: A considerable share of gamers in Japan frequently watch and engage in video game streams.

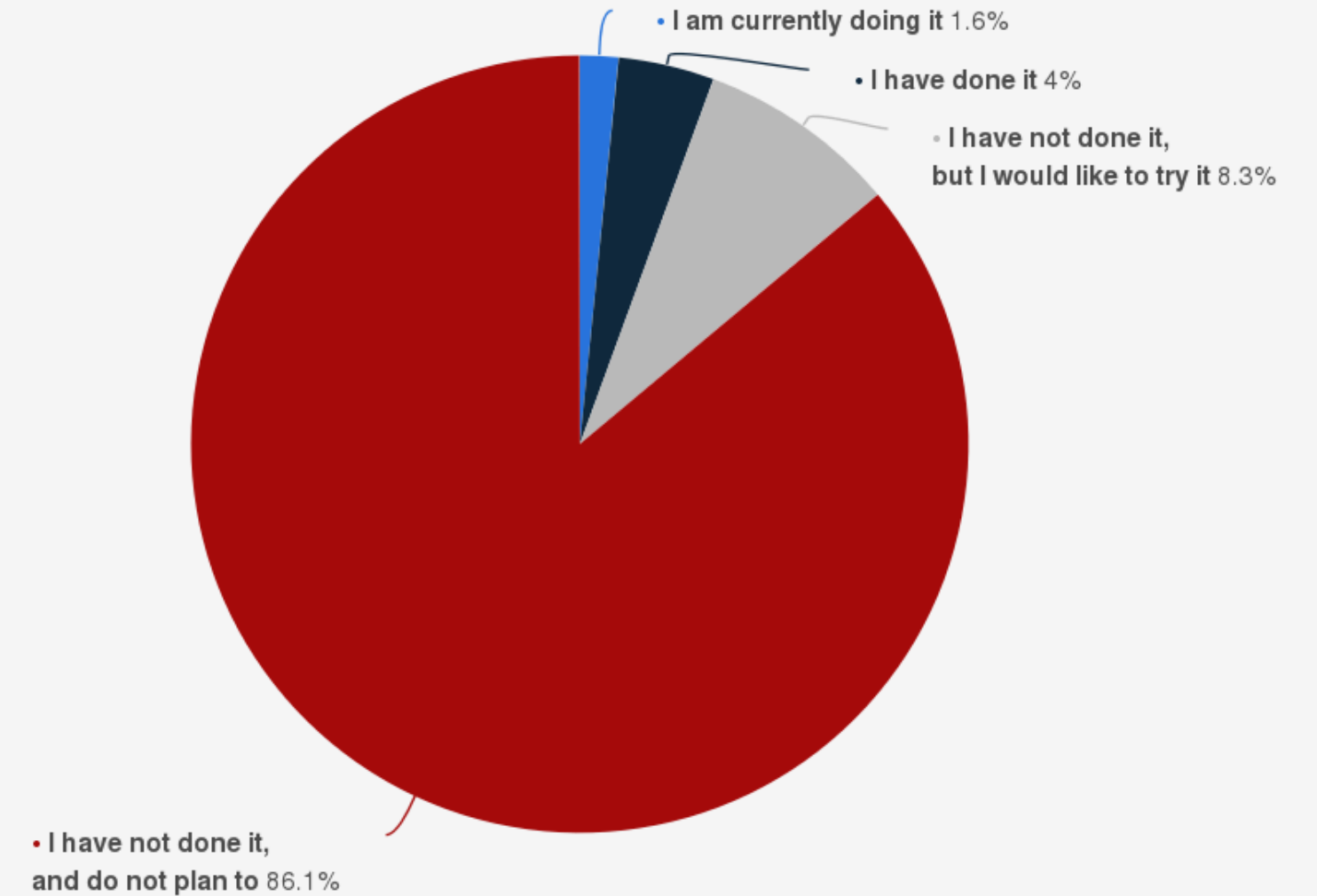
Frequency of watching video game streams among gamers in Japan as of February 2023



Source
gameage R&I
© Statista 2024

Additional Information:
Japan; February 2023; 3,062 respondents; 15-59 years; among people who were playing a game of any kind; Online survey

Share of gamers who engaged in video game streaming in Japan as of February 2023

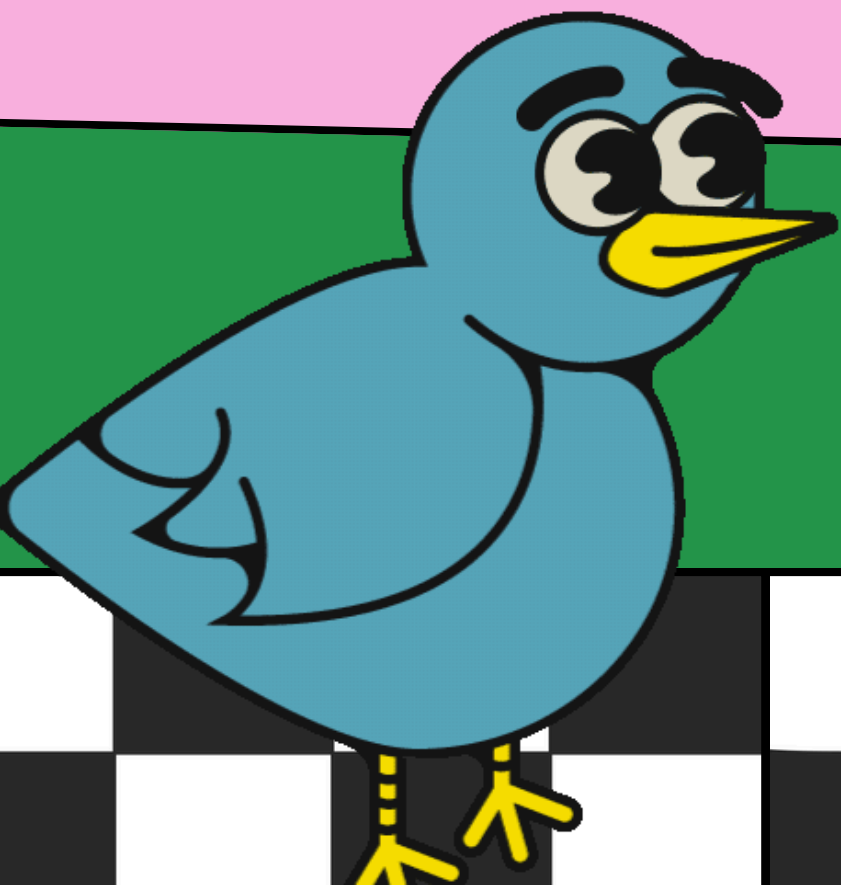


Source
gameage R&I
© Statista 2024

Additional Information:
Japan; February 2023; 3,062 respondents; 15-59 years; among people who were playing a game of any kind; Online survey



SPONSORED CONTENT





New Game Promotion

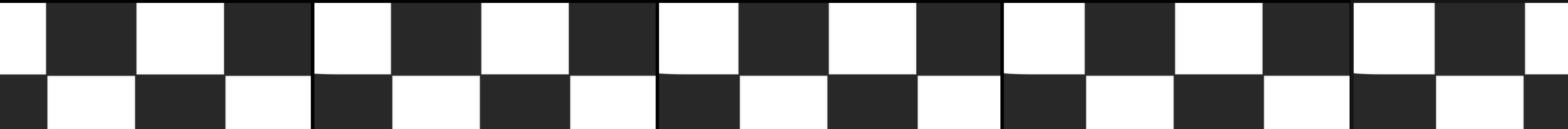
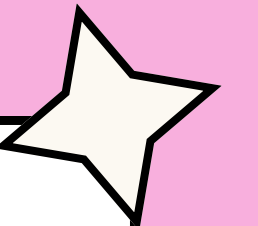
- Partnering with **Nintendo** to promote new games such as **Hogwarts Legacy**
- Play Hogwarts Legacy **via livestream** and review the game

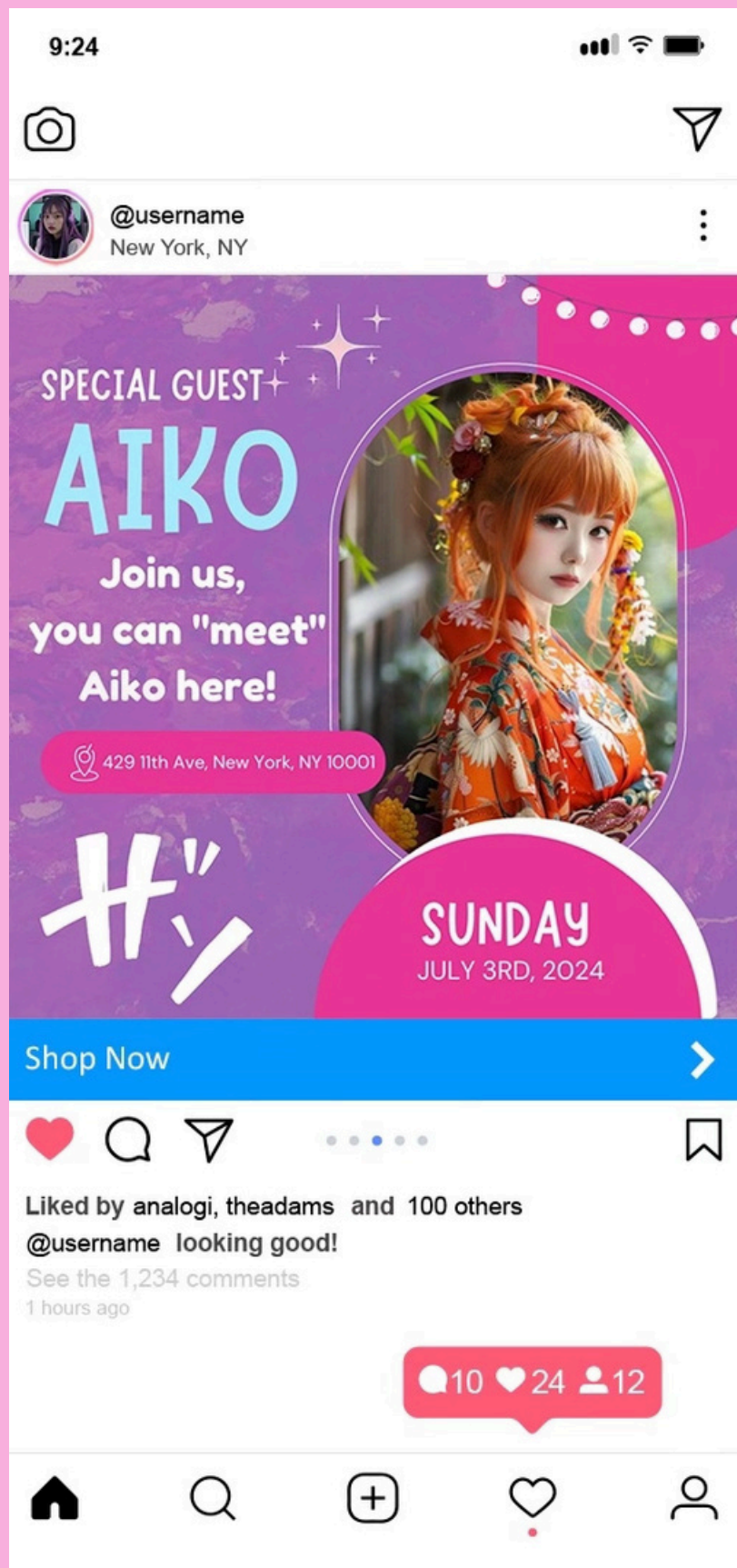


Product Promotion

- Partnered with **SteelSeries** to promote their new headset.
- Promote brand **student discounts** through live streaming

 **steelseries**



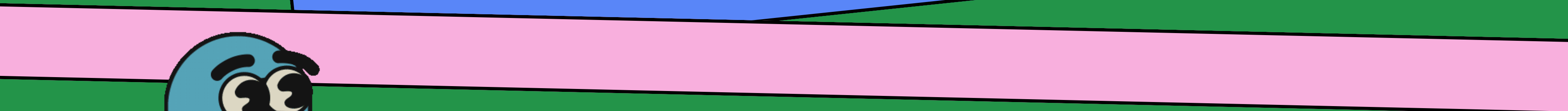
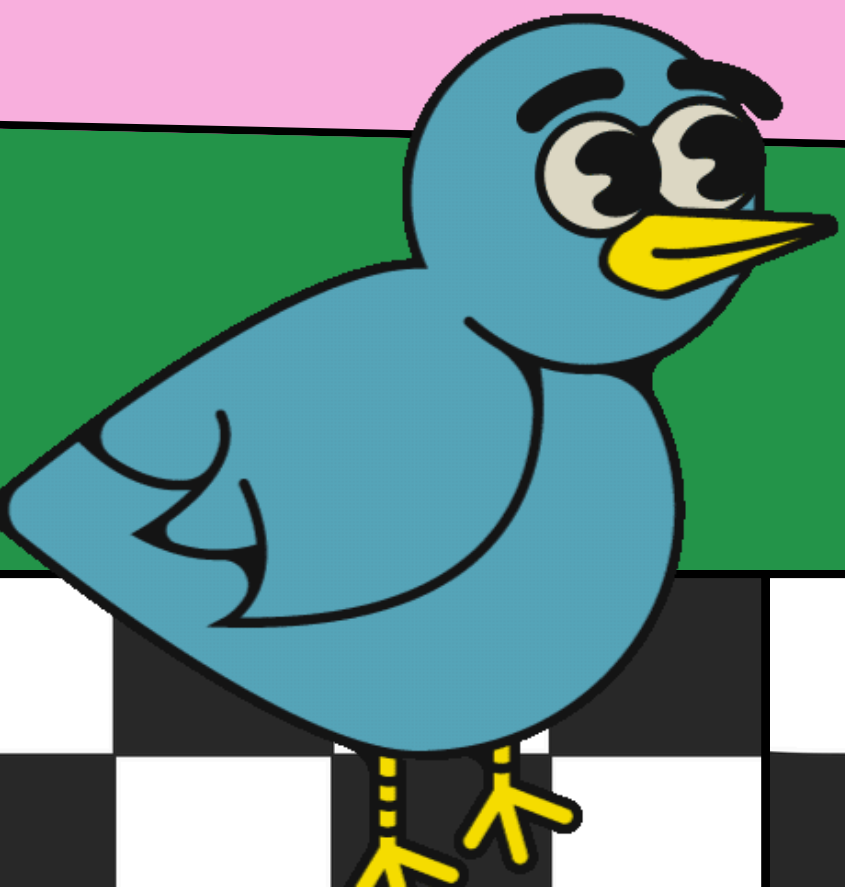
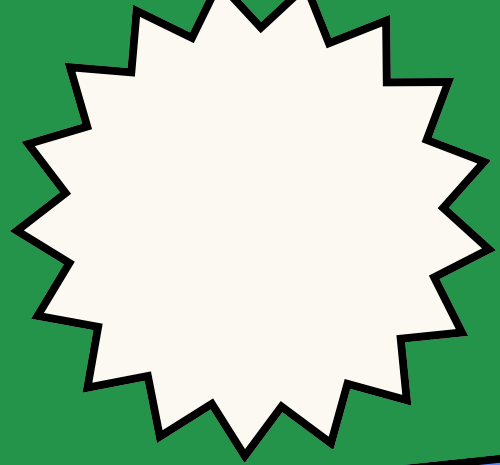


**NEW YORK
COMIC CON**

Participate in Events

- Participate in **cosplay event** in the form of videos
- Promote the event on **social media**

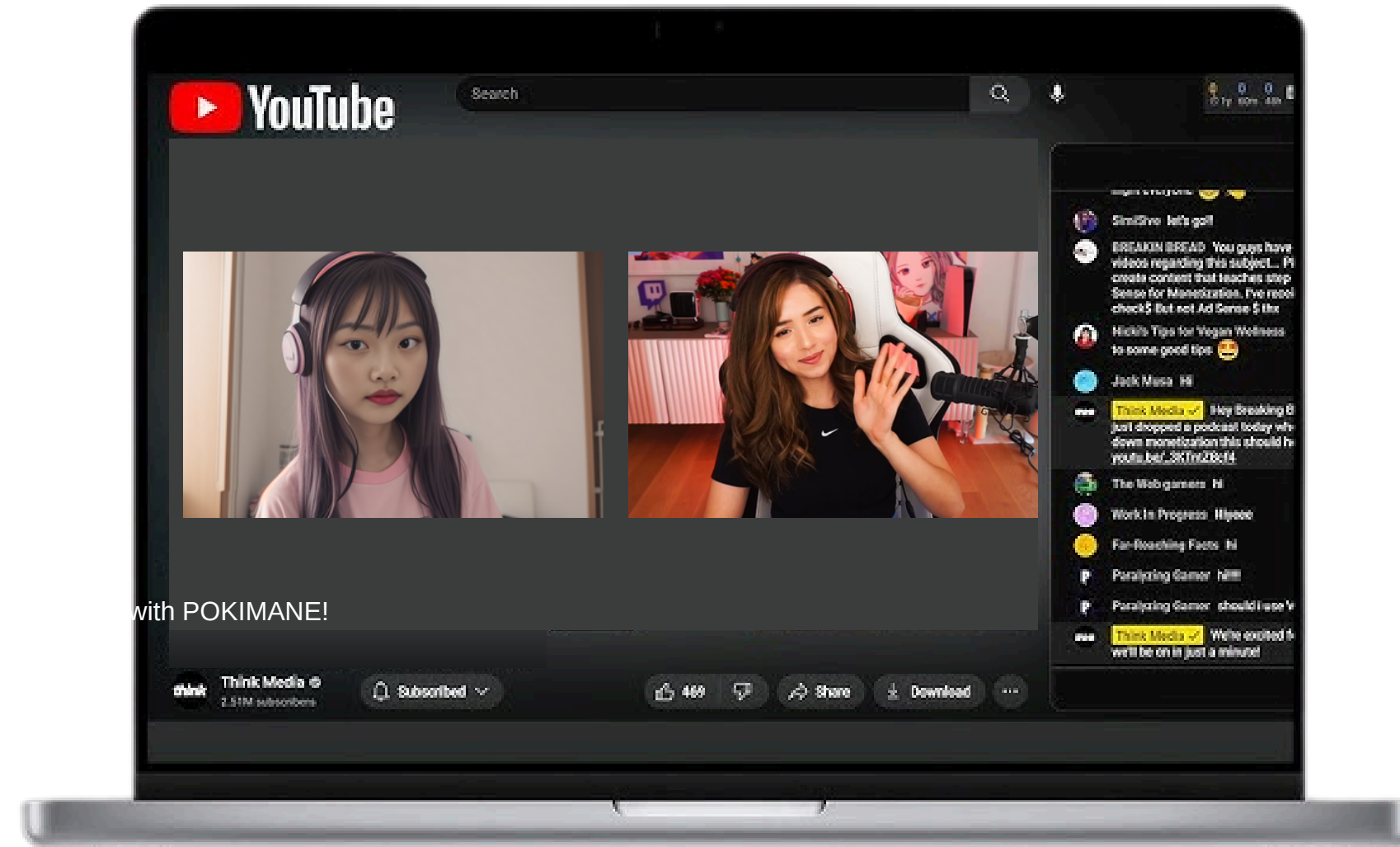
FOLLOWER STICKINESS MAINTENANCE





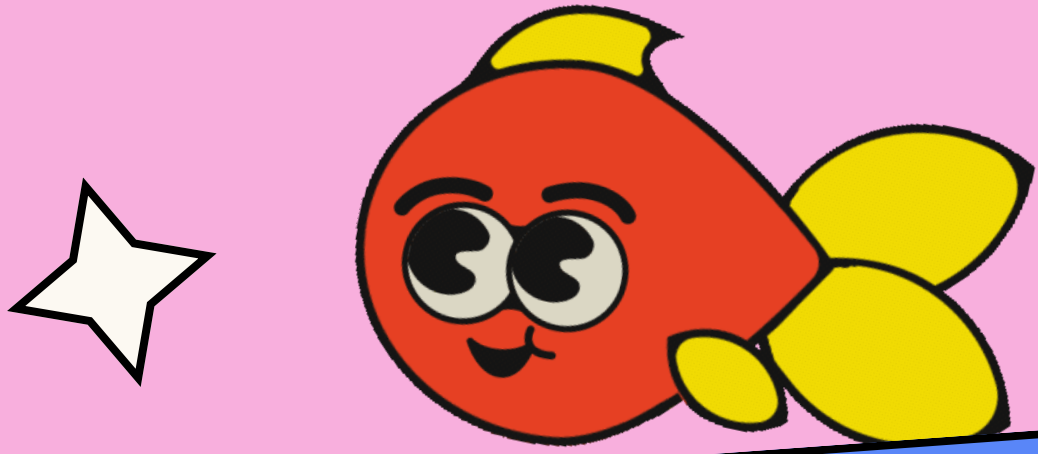
Build a Community of Followers

- **Create a forum or **Discord** server: Provide a platform for followers to communicate and share.**
- **Update community content regularly: Publish **exclusive content** and **live broadcast previews** in the community, and you can also regularly initiate registration activities to complete a live broadcast of a game battle with the followers.**



Cooperative Promotion

- **Cooperation with other bloggers:** Cooperate with people in related fields to recommend each other and expand the fan base.
- **Brand cooperation:** Cooperate with game companies and animation brands to launch joint activities or products to enhance Aiko's popularity and influence.



THANK YOU!

SEE YOU NEXT TIME! SEE YOU NEXT TIME! SEE YOU NEXT TIME! SEE YOU NEXT TIME! SEE Y

