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**TWICE**

**ALBUM CONCEPTS**

RICK VAN LAARHOVEN

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# Introduction:

I'm sorry for using English, however I'm not native in Korean and still learning the language. I feel more comfortable with explaining my ideas by using English. Hopefully that's okay.

Before I explain the ideas I have for concepts TWICE could use for their next album, I first want to talk about some general information that made me come up with my ideas.

## **TWICE Strengths:**

TWICE has already established a big footprint in the Korean music industry. Anyone that knows K-POP knows TWICE. They have established their image through their personalities: Humbleness, honesty and sincerity. TWICE is very relatable and when watching their content I always think to myself that if they weren't famous it would have been entirely possible to be good friends with them.

Their personalities shine through in all their albums and other content they make. I believe that that's the main reason so many people love TWICE right now. It is very important to keep their personalities as one of the key components in creating a new album.

## **Future of Twice:**

Since the release of Fancy the image of TWICE has started to mature a bit. I think this is a very good thing. In many interviews and V LIVE's the members of TWICE have talked about their concern about their image. Especially if the fans wouldn't mind it if they would show a different more mature side of themselves. This to me signals that they want to show more mature themes, they want to show that life isn't always full of happiness but has darker sides to it as well. They are growing up and want to show that. TWICE is also in a very privileged position to be able to do this. Not a lot of multimedia products are able to show growth in their characters. One example is the Harry Potter series, it starts of as a lighthearted adventure, but the later books and movies turn very dark. Both visually and through their themes. But in essence all the books and movies are still about adventures with your friends. I think TWICE can do the same, still be the humble, honest, sincere and positive girls they are but have more mature themes both visually and story wise. This way they stay true to themselves but talk about problems they face while growing up and becoming adults. With this in mind I started to think of different themes that TWICE can use in their next album and I came up with the following 3 concepts.

# CONCEPT 1: FUTURE



# CONCEPT 1: FUTURE

## Synopsis:

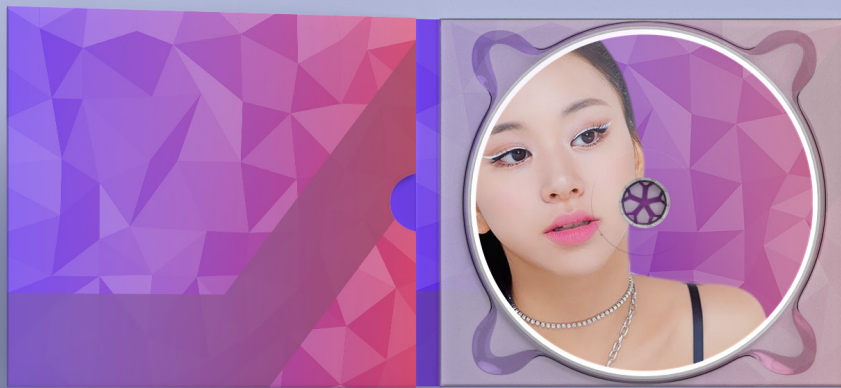
The first concept is voicing the concerns that I described in the introduction, the future of TWICE. The theme of the album will be TWICE asking themselves the question: “How are we going to move forward?”, “What does the future hold for us?” and “Who are we as individuals?”. “Are we going to pretend everything in life is great and fun?” Or “Are we going to get real and stay true to ourselves to show that life is very difficult?”. There are many problems we face daily. But if we work hard, have each other’s back and voice our opinions towards each other and to ONCE we don’t have to worry about it. We will overcome these struggles and get out of it stronger than we were before.

## Visually:

The theme is focused towards the future, a bit of a modern, futuristic look to the album will support this theme. Using a lot of bright colors in contrast with dark colors symbolizing that our idea of the future is always better than the present. The question is: Is it? The outside pressure on the girls is something they struggle with, this is shown by them wearing very classy, chic outfits in situations that aren’t fit for those clothes.

Below are visualisations to get a grasp for the feeling of the look and feel of this Album:





### **Other possible elements in this Album:**

#### *Sub-unit songs:*

Because the theme of the album is TWICE trying to find out who they are and what they want, I think it would be a cool idea to show that the girls also have a personal view on these themes. I for that instance think it would be cool if the girls would form sub-units and create a couple of songs themselves where they can really describe what they feel and what concerns them. The sub-unit songs will be an extra on top of the normal mini-album songs to create a full album. By making a full album like this not all the girls have to learn and remember a full album but at most 3 extra songs. This way you divide the attention per song and can still deliver on quality content over quantity. You would get the double benefit of having a full album plus stay in touch with the theming of showing the personal sides of the members. I think the fans will appreciate this, they have been asking for sub-units for a while now plus on top of that they have asked multiple times to release a full album.

#### *9 album versions instead of 3:*

TWICE wants to show who they are and what they want to be in the future. It could be an interesting idea to have 9 versions of the album, one for each member. The members will have their own design and shows a little bit more about their individual interests and preferences. I have used Chaeyoung's version as an example in the visualisations.

#### *Funny Moments:*

Every month a new video will be posted about each members funniest moments. These are very popular videos and give more insight into the individual members tastes and humor. Something that is very popular right now is making a video about situations where the context isn't explained. I've gone a step further and changed the concept of some funny moments all together and made an animation to fit with it. I believe this will be a great addition to the content TWICE has now. It would be something completely different and not interfere with the already existing concepts like Time To TWICE. See the link below for the out of context animation.

[https://www.youtube.com/watch?v=\\_y4HNLra\\_2Q](https://www.youtube.com/watch?v=_y4HNLra_2Q)



**Music Video idea:**

I am not writing the music or song for this concept so this part is purely an idea for how the music video could look. However I believe the most important part of the music video is the story of the song. The music video needs to reflect this as close as possible.

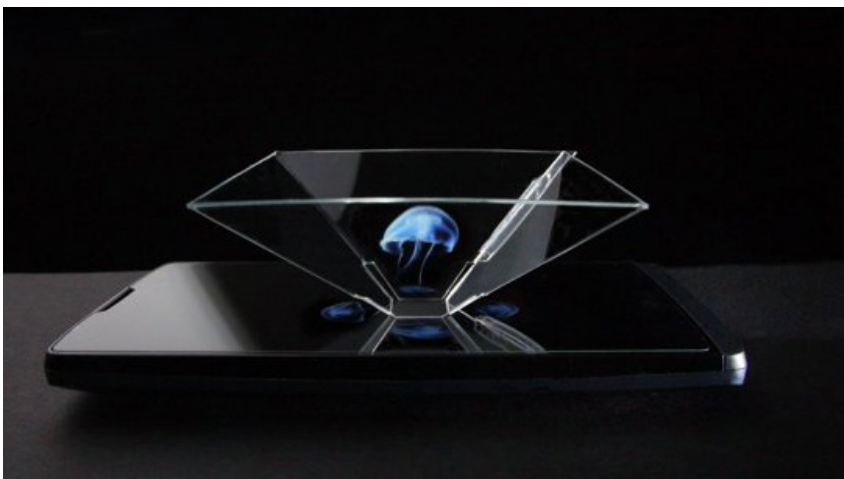
The members all have different jobs and hobbies but are currently not chasing their dreams. They are in situations that don't suit them symbolized by wearing clothes that don't fit for what they're doing. For instance an evening dress while working as a car mechanic. Slowly the girls find where they want to be headed. They work hard, have each other's back and voice their opinions and either keep the same clothes on but find a place where they do fit in or change their clothes to fit with what they want to be doing.

**Collectibles:**

- Normal Photocards
- Short stories written by TWICE members about their idea of the future



- Special Sub-Unit photocards
- Fold your own Hologram pyramid for your Smartphone with TWICE logo







# CONCEPT 2: LOVE



# CONCEPT 2: LOVE

## Synopsis:

The second concept is focused on love. It is something TWICE has touched upon many times but getting older also means you get more concerns regarding love. The question isn't "What is love?" anymore but rather "Will people love me for who I am and not for the fame or image I have?" and "Would I ever be able to find love?" It is in a way the next step of the song and album "What is love?". It's not about how love feels but rather will I find someone or something that can give me happiness and love me for being me? Finding the right person in your life is something young adults struggle with a lot and I can imagine for a famous girlgroup it is even more difficult.

## Visually:

It is quite a dark idea and theme so visually the album would use a lot of black and white, and monochrome colorschemes. The members would wear chic clothing. Symbolizing the idea that you have to fit in a persons idea of a "perfect" girl.

Below are visualisations to get a grasp for the feeling of the look and feel of this Album:





### Other possible elements in this Album:

#### *Swapable album cover:*

The album cover can be turned inside out to reveal a different version of the album cover. One of the covers is white and one is black. Symbolizing the different sides a girl can have. It doesn't matter which side you like better, it's the same girls in it just like a girl has different sides it's still the same girl.



#### **Music Video idea:**

I am not writing the music or song for this concept so this part is purely an idea for how the music video could look. However I believe the most important part of the music video is the story of the song. The music video needs to reflect this as close as possible.

The girls are trapped inside of their own head, it doesn't look like a happy world. The realisation that real love will never come is a real struggle for them, however they do find little hints of love. Maybe not as in a boy- or girlfriend but in little things, that gives hope and opens up the world to them.

The colors black and white suggest that not every choice the girls make is good or bad, even if this is perceived like such by others. There's rather more nuance in it, more gray which eventually results in more color and happiness.

**Collectibles:**

- Normal Photocards
- Love Letters from the members

## DEAR ONCE

LÖREM IPSUM DOLOR SIT AMET. CONSECTETUR ADIPISCING ELIT. PROIN POSUERE ODIO ERAT, VEL GRAVIDA JUSTO FACILIS NON. PELLENTESQUE HABITANT MORBI TRISTIQUE. SENECTUS ET NETUS ET MALESUADA FAMES AC TURPIS EGESTAS. CRAS MASSA NIBH. ÖMMÖDÖ VEL ULLAMCÖRPER VENENATIS. PORTTTÖR SIT AMET LEÖ. AENEAN VITAE SAGITTIS FELIS. AT PORTTTÖR LECTUS. NUNC ID IPSUM ID RISUS EFFICITUR BIBENDUM ET ID LACUS. CRAS ELEMENTUM LACINIA NEQUE NON ACCUMSAN. NUNC LACINIA METUS SED JUSTO SCLELERISQUE. NEC BIBENDUM NUNC VENENATIS. NAM SIT AMET SUSCIPIT NISI. CURABITUR SAGITTIS METUS NEC EX FEUGIAT. UT LÖBÖRTIS TÖRTÖR TRISTIQUE. UT NUNC MALESUADA SUSCIPIT JUSTO ULTRICIES. LÖREM IPSUM DOLOR SIT AMET. CONSECTETUR ADIPISCING ELIT. PROIN POSUERE ODIO ERAT, VEL GRAVIDA JUSTO FACILIS NON. PELLENTESQUE HABITANT MORBI TRISTIQUE. SENECTUS ET NETUS ET MALESUADA FAMES AC TURPIS EGESTAS. CRAS MASSA NIBH. ÖMMÖDÖ VEL ULLAMCÖRPER VENENATIS. PORTTTÖR SIT AMET LEÖ. AENEAN VITAE SAGITTIS FELIS. AT PORTTTÖR LECTUS. NUNC ID IPSUM ID RISUS EFFICITUR BIBENDUM ET ID LACUS. CRAS ELEMENTUM LACINIA NEQUE NON ACCUMSAN. NUNC LACINIA METUS SED JUSTO SCLELERISQUE. NEC BIBENDUM NUNC VENENATIS. NAM SIT AMET SUSCIPIT NISI. CURABITUR SAGITTIS METUS NEC EX FEUGIAT. UT LÖBÖRTIS TÖRTÖR TRISTIQUE. UT NUNC MALESUADA SUSCIPIT JUSTO ULTRICIES. LÖREM IPSUM DOLOR SIT AMET. CONSECTETUR ADIPISCING ELIT. PROIN POSUERE ODIO ERAT, VEL GRAVIDA JUSTO FACILIS NON. PELLENTESQUE HABITANT MORBI TRISTIQUE. SENECTUS ET NETUS ET MALESUADA FAMES AC TURPIS EGESTAS. CRAS MASSA NIBH. ÖMMÖDÖ LÖREM IPSUM DOLOR SIT AMET. CONSECTETUR ADIPISCING ELIT. PROIN POSUERE ODIO ERAT, VEL GRAVIDA JUSTO FACILIS NON. PELLENTESQUE HABITANT MORBI TRISTIQUE. SENECTUS ET NETUS ET MALESUADA FAMES AC TURPIS EGESTAS. CRAS MASSA NIBH. ÖMMÖDÖ VEL ULLAMCÖRPER VENENATIS. PORTTTÖR SIT AMET LEÖ. AENEAN VITAE SAGITTIS FELIS. AT PORTTTÖR LECTUS. NUNC ID IPSUM ID RISUS EFFICITUR BIBENDUM ET ID LACUS. CRAS ELEMENTUM LACINIA NEQUE NON ACCUMSAN. NUNC LACINIA METUS SED JUSTO SCLELERISQUE. NEC BIBENDUM NUNC VENENATIS. NAM SIT AMET SUSCIPIT NISI. CURABITUR SAGITTIS METUS NEC EX FEUGIAT. UT LÖBÖRTIS TÖRTÖR TRISTIQUE. UT NUNC MALESUADA SUSCIPIT JUSTO ULTRICIES.



**- Love Letter Envelopes plus paper to write your own love letters**

DEAR \_\_\_\_\_

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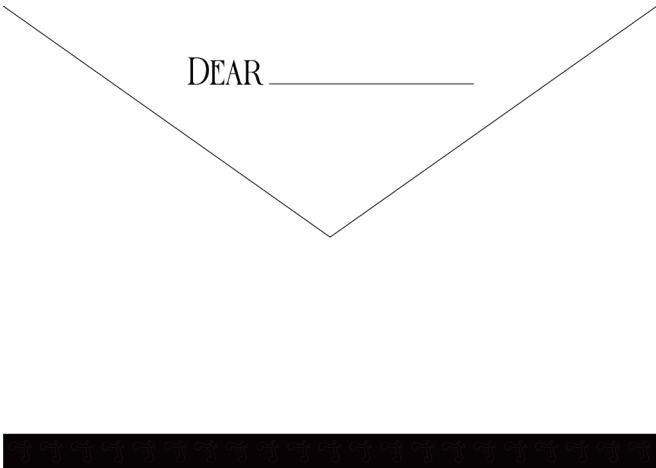
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**- Special invisible ink Stickers/Photocards with secret love messages for ONCE**

 **CONCEPT 3: CONNECTED**



# CONCEPT 3: CONNECTED

## Synopsis:

The third concept is about the connections we make in our daily lives. The world around us is moving faster and faster especially with social media playing a big role in our day to day lives. However we might be more connected with people all over the world than ever, the connections we make are often empty and don't mean as much as it used to. People feel much faster like they're an outcast rather than included in society. Leaving these people with the idea that they are alone and don't deserve any better.

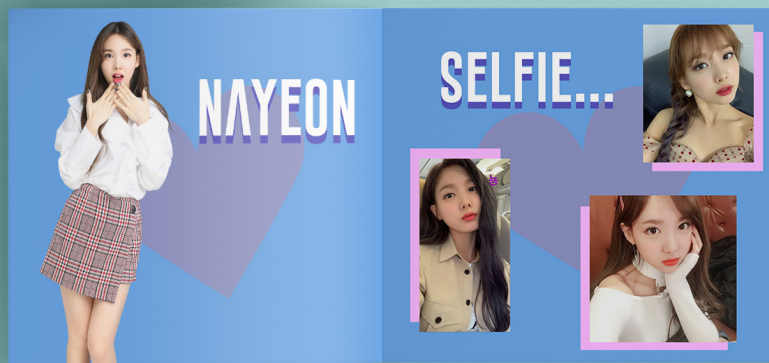
This concept is playing with the idea that the connections you make in real life or via the internet can be valuable and you never have to feel or be alone. It doesn't matter whoever you are or whatever you are interested in there are other people out there that would love to meet you. With this album TWICE will show the importance of being together and not being afraid to stand up for yourself, whatever you believe in. The album will also help in connecting ONCE with each other.

## Visually:

The album would be more in line with what TWICE has shown before. A Very happy, color spectacle with very pretty visuals. However this time everything has an almost creepy undertone. When you open the album their will be way less decorations in the design. The meaning behind it is that when you take all the noise away you are left with what you really desire.

Below is a visualisation to get a grasp for the feeling of the look and feel of this Album:







### **Other possible elements in this Album:**

#### *Connect Photocards:*

A cool element that this album could contain is to make ONCE connect with each other. Through the use of codes on the back of the photocards that come with the album ONCE can connect with each other. They can fill the code in on a website and you get a piece of a QR-code. If you find other ONCE online with other parts of the QR-code you can get a full code. It is based on geological location so ONCE From Asia need to find ONCE in the US and Europe and the other way around. The full QR-code relinks to a special video message Twice will have made to congratulate ONCE on working together and finding new friends.

#### *Personal Social Media Accounts for the members:*

I wouldn't say that creating personal Social Media accounts is going to achieve much in the terms of gaining more fans but it would fit in nicely with the theme. The members themselves need to be in favor of this idea and be able to be and want to be active on social media. That might be too much stress for them but it would make the current fans happy.

### **Music Video idea:**

I am not writing the music or song for this concept so this part is purely an idea for how the music video could look. However I believe the most important part of the music video is the story of the song. The music video needs to reflect this as close as possible.

The music video is very bright and colorful just like the album. However it has a darker undertone. In the music video the members are doing things they like. They aren't able to finish what they're working on because they are going through it alone. They get distracted constantly by each other because everyone is calling each other asking for help. During the music video they realize they need each other to fully enjoy what they are doing, even though it is very difficult for them to meetup. They go on a quest to find each other. In the end they do and have a big party together to celebrate them being together.

### **Collectibles:**

- *Normal Photocards*
- *Connect Photocard with all the members in it(See: Other element in this Album - Connect Photocards for more information)*
- *Swapable Phone case/ Phone holder Pictures*
- *Downloads for Social Media banners or Avatar pictures.*

# Conclusion

These three concepts are what I believe in line with the future of TWICE. What I believe will be the most important part is to listen to the members of TWICE themselves. They have stories that they want to tell. I believe that the concept shouldn't be leading but whatever TWICE wants to tell needs to be the leading factor of the album. These concepts above are themes that the members have discussed before but I cannot look into their heads to see what they really want. Fans will be engaged with the album the most if they can see that TWICE is really saying what they want to be saying.

On the next pages I discuss some other elements that could be of use for the next album. They aren't necessary but I think it might be valuable to think about them.

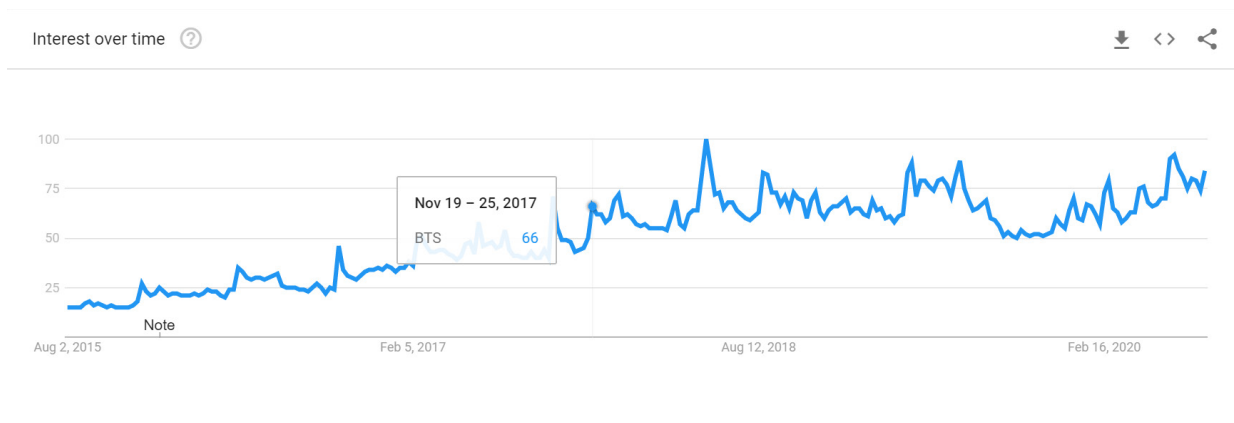
# Other elements for all Albums

TWICE has a well established image in the Korean industry. Also they are very popular in Japan. The next big step for TWICE would be to conquer the rest of the world. They have a bit of traction in the Americas already but the European market is still almost untouched. I came up with a couple of ideas for the next album to gain some more traction in these regions.

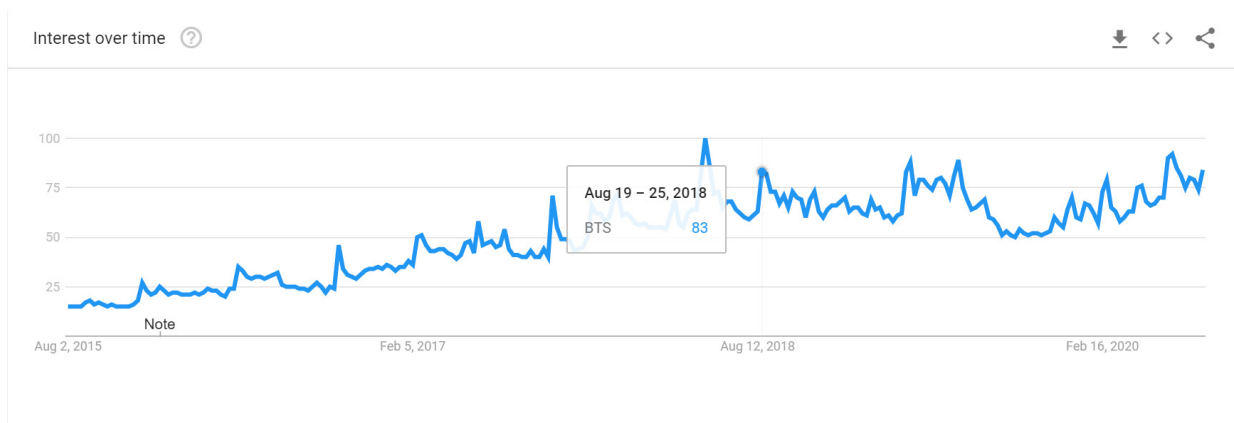
## Collaborations:

To reach the international audience I believe it would be a good idea to put some collaborations with western artists on the next few albums. Other artists have done this before and gotten quite some success from it. Look at BTS for instance.

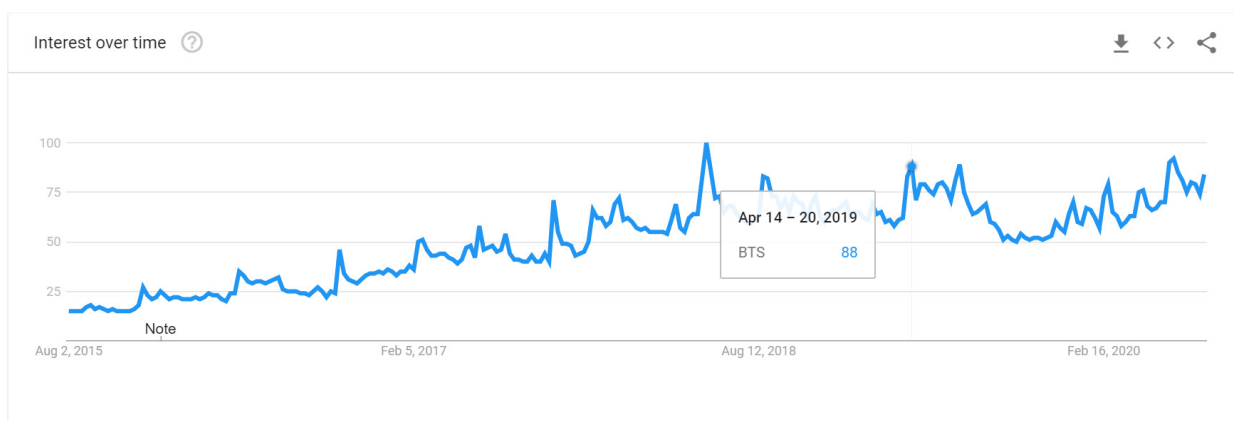
### Steve Aoki:



### Nicki Minaj:



### Halsey:

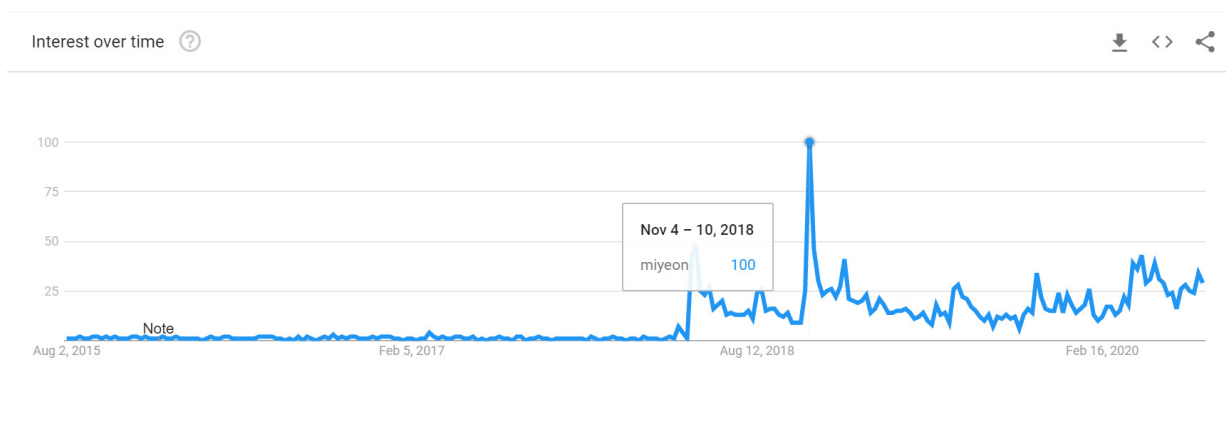


BTS is very popular internationally already and has shown it is entirely possible to gain more attention in the US but maybe even more important they are well known in Europe too. A region TWICE isn't very well known yet.

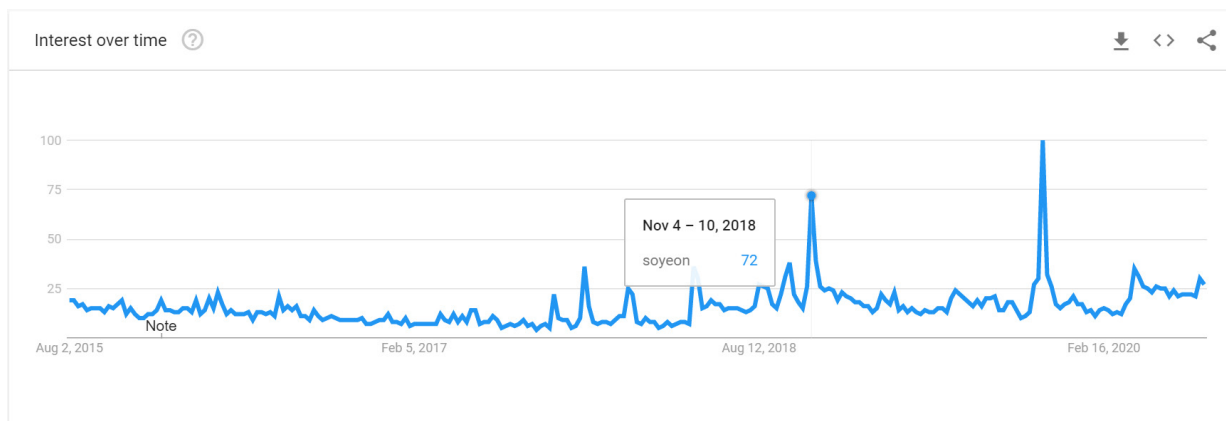
The collaborations do not only work for an already established groups. A less popular group, (G)i-dle has also done some successful collaborations. In 2018 Miyeon and Soyeon of (G)i-dle collaborated with Riot Games to perform as virtual characters at the League of Legends worlds final with the song POP/STARS in South Korea.

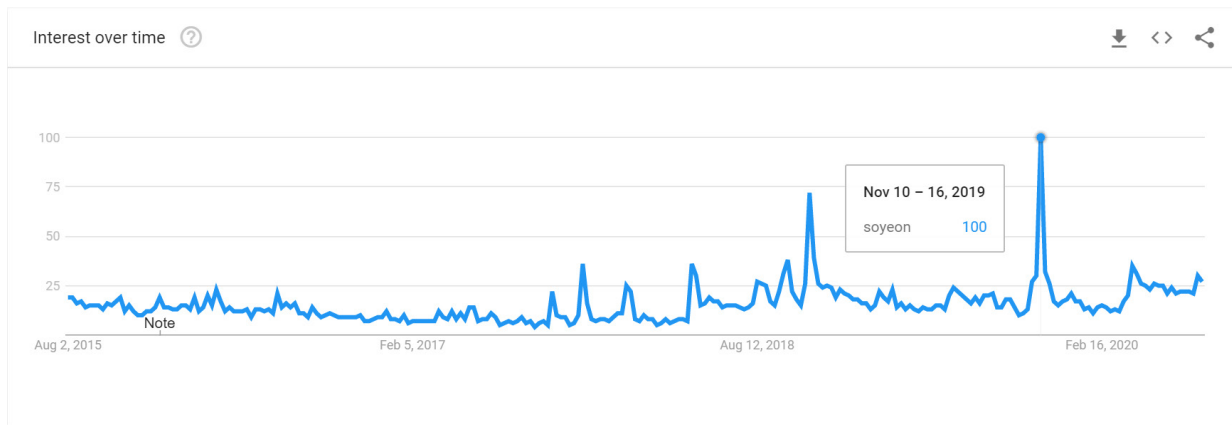


As you can see in the graph you can see a noticeable peak right after this collaboration. This is better noticed in Miyeon's personal graph.



It is the highest it has ever been however Soyeon's is especially interesting.





You can see that around POP/STARS she had a massive peak, however she had an even bigger peak a year later, this is because she came back the next year to work together with Riot Games on Giants, a new song as the same character as last year. The performance was held in Europe this time. I think an international collaboration with an artist or other media outlet could also work in the favor of TWICE. I do think this shouldn't be done for the Title track though. That would be too big of a change. Rather use it for one of the b-side tracks that will get more marketing attention than the other b-side tracks through the use of lyric video's or dance video's. This way both the old fans are happy with the album and a lot of people will be introduced to TWICE and become fans as well.

### Special B-sides:

As I mentioned TWICE has some traction in the US but the European market is still relatively untouched. Both these regions are very heavy on internet usage. I believe it would be a good idea if for these regions one of the B-side tracks gets some extra intention in the form of:

- A Lyric video
- A Choreography video
- English translated song and video
- A special performance of one of the songs
- A Dance/Sing Challenge
- A competition

By marketing these video's online especially towards the US and European markets you are able to get some more traction into those markets. In combination with the more mature theming of the albums a lot of western fans are likely to stay around and check out what TWICE is all about.

# CONTACT INFORMATION:



<b>Name:</b>	Rick van Laarhoven
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<b>Phone number:</b>	+31612943444

# Sources:

Logo: <https://www.pngkit.com/bigpic/u2q8e6i1e6o0q8a9/>

## Future:

Chaeyoung frontpage: <https://i.pinimg.com/originals/2d/48/de/2d48de0ba0c86f775db66a8eac7aed6b.jpg>

Chaeyoung CD picture: <https://www.uhdpaper.com/2019/09/twice-feel-special-chaeyoung-4k-5907.html>

Chaeyoung front booklet: <https://www.picuki.com/tag/FeelSpecialDay>

Chaeyoung pink dress: [www.pngguru.com](http://www.pngguru.com)

Chaeyoung book squatting down: [www.pngguru.com](http://www.pngguru.com)

Chaeyoung denim vest: [www.pngguru.com](http://www.pngguru.com)

Twice Fancy group photo: [www.pngguru.com](http://www.pngguru.com)

Hologram picture: <https://nl.pinterest.com/pin/431078995567320100/>

## Love:

Jeongyeon Front Standing: <https://nl.pinterest.com/pin/708754060085334794/>

The year of yes group photo: [http://m.gguljae.me/bbs/board.php?bo\\_table=m4&wr\\_id=4612&page=6](http://m.gguljae.me/bbs/board.php?bo_table=m4&wr_id=4612&page=6)

Jeongyeon front booklet: <https://www.uhdpaper.com/2019/03/twice-fancy-jeongyeon-4k-39.html>

Jeongyeon kiss to camera: [https://www.reddit.com/r/Jeongyeon/comments/f04ye1/scan\\_feel\\_special\\_monograph\\_jacket\\_shooting/](https://www.reddit.com/r/Jeongyeon/comments/f04ye1/scan_feel_special_monograph_jacket_shooting/)

Jeongyeon more and more close-up: [https://aminoapps.com/c/once/page/blog/twice-more-more-concept-film-jeongyeon/g0ew\\_beKt6uV6MEMQknRLJzPRkkoK3vD7kL](https://aminoapps.com/c/once/page/blog/twice-more-more-concept-film-jeongyeon/g0ew_beKt6uV6MEMQknRLJzPRkkoK3vD7kL)

Twice Group photo feel special: <https://saostar.vn/am-nhac/feel-special-cua-twice-chinh-thuc-dat-100-tri-eu-view-6244588.html>

Jeongyeon More and More CD: <https://www.fanpop.com/clubs/jeongyeon-twice/images/43371625/title/more-more-photo>

## Connected:

Nayeon standing: <https://nl.pinterest.com/pin/241857442474978777/>

Nayeon selfie: <https://www.facebook.com/twicerverse/posts/1063961930664909>

Nayeon selfie 2: [https://www.reddit.com/r/twice/comments/cv4ng9/190825\\_twicetagram\\_story\\_update\\_nayeon\\_pretty/](https://www.reddit.com/r/twice/comments/cv4ng9/190825_twicetagram_story_update_nayeon_pretty/)

Nayeon selfie 3: <https://www.kpopnow.com/2019/10/blog-post.html>

Nayeon selfie 4: <https://hallyuplus.net/threads/nayeon-is-a-selfie-queen.25634/>

Jeongyeon selfie: <https://www.fanpop.com/clubs/twice-jyp-ent/images/42996956/title/jeongyeon-photo/17>

Momo selfie: <http://mlbpark.donga.com/mp/b.php?p=151&b=bullpen&id=201903250028979849&select=&query=&user=&site=donga.com&reply=&source=&sig=hgzGY-1hh9RKfX@h-jXGg-Y4hlq>

Sana Selfie: <https://nl.pinterest.com/pin/815433076267664474/>

Jihyo Selfie: [http://www.etoland.co.kr/bbs/board.php?bo\\_table=star01&wr\\_id=82768](http://www.etoland.co.kr/bbs/board.php?bo_table=star01&wr_id=82768)

Mina Selfie: [http://www.etoland.co.kr/plugin/mobile/board.php?bo\\_table=star01&wr\\_id=126461](http://www.etoland.co.kr/plugin/mobile/board.php?bo_table=star01&wr_id=126461)

Dahyun selfie: <https://twitter.com/dubupics/status/1151897602826235904>

Chaeyoung selfie: <https://www.reddit.com/r/chaeyoung/comments/fjm0vf/chaeyoung/>

Tzuyu selfie: <https://hallyuplus.net/threads/%E2%96%BA-one-in-a-million-%E2%99%A1-the-official-twice-%ED%8A%B8%EC%99%80%EC%9D%B4%EC%8A%A4-thread-%E2%99%AC-more-more-fanfare.156/page-510>