



The Evolution Of Hype Marketing: Why Consumers Buy Into Scarcity

Niyomi Jobanputra

Narsee Monjee Institute of Management Studies (Deemed-to-be-University)

Abstract

In the past few years, hype marketing has become one of the powerful and influential strategies for driving consumer demand and community engagement especially in product centric industries. It leverages scarcity effects, social proof, and fear of missing out (FOMO) to stimulate rapid purchasing behavior among consumers. This paper examines the concept of hype marketing, goes back to its evolution, and analyses its application theoretically as well as practically through short case studies of Liquid Death, Stanley Cups and Labubu Doll. While the hype does contribute to brand visibility and drives sales it also presents challenges of sustainability, ethics, and consumer fatigue. This paper concludes with offering insights into the future of marketing in a digitally connected and consumer driven age.

Keywords: Hype marketing, scarcity, FOMO, social proof, cultural branding, consumer behavior, brand visibility, consumer fatigue, Liquid Death, Stanley, Labubu Doll

Introduction

The concept of marketing has always been around creating, communicating, and delivering value to the consumers. Additionally, it has been about capturing attention, shaping perception, and driving consumer behavior. However, in today's hyperconnected environment where digital and social media are gaining importance traditional marketing approaches are failing to cut through the noise. Consumers are continuously bombarded with advertisements across physical and digital spaces which ultimately leads to advertising fatigue. This results in most of the consumers ignoring the ads they see and even if they do see the advertisement, they do not recall it later. As a response, marketers have turned to newer strategies that can get their products and brand extreme attention, excitement and create a sense of urgency which will drive demand beyond rational consideration and one such way is by creating a hype essentially known as hype marketing. The concept of hype marketing represents a shift from informational, persuasive advertising to creating a cultural phenomenon around the products. It can be understood as the intentional creation of demand through anticipation, scarcity, and cultural spark. This concept essentially thrives on exclusivity and urgency. It is not merely about buying the product for its functional utility but about making these products a symbol of exclusivity, status and belonging. Brands such as Liquid Death, Stanley, Labubu Doll illustrate the power of hype marketing in different industries like beverages, household products, toys respectively.

This paper examines the concept of hype marketing from both theoretical and applied perspectives. It addresses the following points:

1. How has hype marketing evolved as a concept?
2. Case studies around the concept
3. Ethical concerns with respect to Hype Marketing

Evolution of Hype Marketing

The term hype marketing has evolved in recent times but the concept can be traced back to the early 20th century where brands promoted their products using limited time offers, collectible campaigns like cereal box toys, chewing gum stickers etc. However, hype as we understand it initially started and took shape as sneaker culture evolved in the 1980s and 1990s. Nike's partnership with Michael Jordan and the release of Nike Air Jordans sparked a cultural revolution. Consumers camped outside Nike stores for new product drops and as a result of the hype resale markets also emerged which set the stage for hype cycles.

The early 2000s institutionalized hype marketing with the rise of streetwear brands like Supreme. This brand disrupted traditional retail by introducing the concept of "drop culture" with weekly releases of limited items and promoted it with minimal advertising. Instead of seasonal collections which would have a wide availability it launched weekly limited edition "drops" that they announced only a few days in advance. This scarcity driven model forced consumers to queue outside stores and share their purchases on social media. By sharing their purchases on social media consumers could flex exclusivity and amplify FOMO among wider audiences. Even quick service brands like McDonald's India and Starbucks India use these hype tactics around limited time menus e.g. BTS Meal, Holi Frappuccino etc.

Today, hype marketing goes beyond fashion brands and exists wherever scarcity meets storytelling. Whether it is an Apple keynote event, a Starbucks holiday drink or new drink drops, or Nike sneakers resold at three times their price, the psychology of hype has become universal.

Marketing Concepts Underpinning Hype

To understand the details of hype marketing it is also essential to get into the details of the marketing concepts that drive this type of marketing

1. Scarcity Marketing

Scarcity marketing is essentially based on the psychological principle that human beings generally give more value to things that are rare or difficult to obtain and hence brands deliberately limit the quantity of a product to create an illusion of exclusivity. When customers field that the supply is short, they perceive the product as more desirable and are compelled to buy it more quickly because they do not want to lose the opportunity of buying the product. This mainly works in industries like fashion, sneakers, or even tech gadgets, where owning the "rare product" signals status.

Example: Nike's Air Jordan launch in India created a massive buzz when it was released in limited quantities. With only a few hundred pairs available they were sold out within minutes which led to a resale price three to four times its value. This scarcity did not just boost sales but also made sneaker culture aspirational in India, which eventually also made it a form of status.

2. FOMO (Fear of Missing Out)

The concept of FOMO basically uses time sensitive offers, flash sales, or exclusive purchase windows to generate urgency. It leverages consumer psychology where people generally feel anxious about being left out of a trend, experience, or a product. By doing this, brands can nudge consumers to make impulsive purchase decisions instead of waiting and buying it later. This technique thrives in the digital and tech era where notifications, countdowns and online hype amplify the buying pressure on the consumer.

Example: Flipkart's Big Billion Day and Amazon's Great Indian Festival Sale use FOMO aggressively. They use flashing countdown timers, limited period lighting deals, "only 2 left in stock" kind of tactics which pushes consumers to buy instantly.

3. Social Proof

This is the phenomenon where people copy the behavior of others when they make buying decisions, especially in uncertain situations. Brands generally use influencers, celebrities and community endorsements to show the audience that "others are buying this, so you should too." When a trusted person endorses a product, it builds credibility and reduces perceived risk for the consumer.

Example: Zomato and Swiggy tie up with influencers and Bollywood celebrities as well as YouTubers and this acts as a social proof. Zomato's campaign featuring Hrithik Roshan created buzz that if a superstar orders

food through Zomato, then it's "cool" and trustworthy. Similarly, regional micro-influencers across India promote food delivery, proving its desirability to local audiences.

4. Cultural Branding

This is mainly around linking a product with cultural narratives, humor, tradition, or generational identities. It is not just about a product but selling a lifestyle or a cultural connection. Brands which generally position themselves as a part of the culture (memes, youth, cricket, Bollywood etc.) are able to build emotional resonance. In India, this concept is extremely potent because consumer decisions are mainly influenced and tied to cultural pride, humor, and collective experiences.

Example: Fevicol has an advertising legacy and is one of the best examples of cultural branding. From humorous ads to ads with cricket match references Fevicol consistently ties its product to Indian daily life. They do not just promote it as glue; they showcase it as a part of Indian humor and resilience. Similarly, brands like Amul also use witty ads to embed themselves into everyday cultural conversations.

5. Community Marketing

This strategy builds communities around shared brand values and turns customers into joining tribes. In this kind of a setting consumers don't just buy products, they join movements.

Example: Royal Enfield is the perfect example of community marketing in India. The brand doesn't just sell bikes; it sells a lifestyle of adventure. Rider clubs, road trips and group rallies make Enfield owners feel part of a brotherhood. Buying the bike becomes less about the specifications and more about joining the Enfield tribe and bike culture.

6. Viral and Meme Culture

In today's digital and social ecosystem, hype thrives when content is relatable and easily shareable. Memes, viral challenges, and humorous content allows brands to reach millions of people without the traditional ad spend. Meme culture works by embedding their products into entertainment, using relatability and humor to spread organically. The virality makes the spread of these posts faster than formal ads.

Example: Zomato has mastered the meme culture by blending real-time events, Bollywood dialogues, cricket moments and internet trends. For instance, during the India V/S Pakistan 2022 T20 World Cup match, Zomato tweeted memes linking food cravings with match tension ("Order karo, stress kam karo"). These posts went viral within minutes because they felt like inside jokes every Indian could relate to. This not only kept Zomato at the center of online conversations but also created organic brand recall where people associated food delivery with their real-time emotions.

Case Studies

Liquid Death: Turning Water into a Cult Brand

Introduction

Liquid Death is a canned water company founded in 2017 by Mike Cessario who was a former Netflix creative director. Despite selling "just water" the brand quickly transformed into one of the fastest growing startups in the beverage category in the U.S. using the tactics of hype marketing that made it feel less like a water brand and more like a cultural movement.

The founder, Mike Cessario noticed that at music festivals and concerts many attendees did not want to be seen drinking "boring" bottled water while everyone else drank beer or energy drinks. The idea sparked from this feeling where he decided to package water in tallboy beer cans with heavy metal inspired skull branding. The name "Liquid Death" was deliberately kept provocative to spark attention which was unlike any traditional water brand. This sort of branding alone sparked the hype because it went against the norm of "pure, healthy, minimalist" advertising which other water brands generally followed.

The Hype Strategy

Instead of traditional advertising, Liquid Death used limited merch drops which included T-shirts, hoodies, skateboards which got sold out in minutes. They even released a \$125,000 severed-head NFT and a \$150 real human blood infused skateboard with Tony Hawk. These sorts of shocking drops always kept the brand in the news cycle. The brand's campaigns leaned heavily on humor and absurdity with ads like "Don't Be Scared,

It's Just Water" which went viral. Their 2019 Facebook ad with a metal soundtrack and over the top editing became one of the most viewed beverage ads ever, which reached up to 3 million views in a span of one week.

Liquid Death wasn't marketed as "water." It was marketed as a lifestyle brand which resonated especially with Gen Z and millennials who wanted brands that "felt cool." Crucially, Liquid Death leveraged social proof by collaborating with musicians, tattoo artists, and even extreme sports athletes, creating the perception that owning a can of Liquid Death meant belonging to a larger counterculture community. The company cultivated a cult-like following called the "Country Club" which is a membership where fans get exclusive merch, invites to events, and early drops. This sense of belonging amplified loyalty.

Impact & Growth

The impact of hype marketing on Liquid Death has been immense, transforming what could have been "just another water brand" into a billion-dollar cultural phenomenon. By positioning itself as the *anti-water brand* with the slogan "Murder Your Thirst," Liquid Death created instant shock value and curiosity.

Financially, the hype strategy paid off. In 2022, Liquid Death was valued at \$700 million after raising \$70 million in funding (Forbes, 2022). By 2023, it reported over \$263 million in revenue, making it one of the fastest-growing non-alcoholic beverage companies in the U.S. (Bloomberg, 2023). The brand also expanded globally, with strong traction in markets like the U.K. and increasing recognition in India due to online virality and influencer mentions. Most importantly, hype marketing helped Liquid Death blur the lines between a beverage company and a lifestyle brand. Its customers don't just buy water—they buy into an identity, a sense of rebellion, and a cultural movement. The brand's Instagram following crossed 3 million, and TikTok videos using #LiquidDeath got hundreds of millions of views online.

Conclusion

Liquid Death proves that hype marketing can transform even the most commoditized product like plain water and transform it into a billion-dollar cultural movement. The brand tapped into scarcity, meme culture, and community building, showing how modern consumers, especially Gen Z, buy into stories and identities as much as the product itself.

Stanley Quencher: From Utility Mug to Social Status Object

Introduction

Stanley, founded in 1913 and long associated with rugged vacuum flasks specially meant for outdoor use, re-entered cultural relevance through the 40-oz Quencher tumbler. While the brand had been in existence for decades it was not until the mid-2010s that Stanley began reinventing its image to appeal to a new demographic: millennials and Gen Z. What began as a utility driven hydration vessel slowly changed to a visible social token which consumers started collecting in multiple colors, displayed in shelves and chased through limited drops which was propelled largely by TikTok influencers and social media influencers. The turning point in Stanley's hype journey came in 2023 with a viral TikTok video involving a customer's car fire. This incident not only spotlighted the product's durability but also showcased how authentic user generated content can propel a brand into unprecedented levels of popularity and sales.

In 2019, The Buy Guide, which was an Instagram collective of three female creators running a blog, spotlighted Stanley Quencher in a post about "cool, underrated utilitarian finds." Though the tumbler had been discontinued due to low demand, their post triggered fan requests. Recognizing that they had a new audience they relaunched the product. The built in straw, big handle and leak proof lid made it practical and aspirational for the new audience which marked the brand's first repositioning. Consumers soon began sharing #StanleyQuencher collections, coordinating their outfits with tumblers and styling them in aesthetic ways on Instagram and TikTok.

The turning point arrived when TikTok user Danielle posted footage of a car gutted by fire yet her Stanley Quencher remained intact, still filled with ice. Broadcast by ABC7 Los Angeles, the video amassed over 60 million views within days; some outlets later estimated 85 million+ views. Stanley's Global President, Terence Reilly, responded on social media:

“We’re going to send you some new Stanleys... and we’d love to replace your vehicle.”

This authentic, empathetic response turned the emergency into a brand moment symbolizing product integrity and human connection. This single piece of user-generated content became a cultural phenomenon, sparking memes, reactions, and massive discourse across platforms.

After the viral event, Stanley doubled down on scarcity: Valentine’s pink drops, Starbucks x Stanley Christmas limited editions, and Tiffany-blue holiday colors. Media reported customers lining up pre-dawn at Target and Starbucks, with stores imposing purchase limits. Secondary markets soared—items resold for twice or thrice retail value on platforms like eBay and Mercari.

The Hype Strategy

Instead of passively riding the viral wave, Stanley’s CEO Terence Reilly took swift action and capitalized on the free publicity with a highly personalized marketing response. In a follow-up TikTok video stitched with Danielle’s original post, Reilly praised her story and announced that Stanley would replace her destroyed car. He stated, *“We’ve all seen your video. We’re glad everyone’s safe. We’re going to send you some Stanleys, but we’ve also decided we’re going to replace your car.”* This response transformed a random viral moment into a powerful brand loyalty campaign, positioning Stanley not just as a drinkware company but as a brand that cared about its customers. Stanley instead of over controlling the narrative embraced the virality and built emotional resonance with the audiences. The brand also leveraged scarcity marketing and influencer hype, as Stanley Cups were already known for frequent sellouts due to limited drops on Target and Starbucks collaborations. The fire incident added an extra layer of myth to the product—portraying it as “legendary” and “worth owning” not just for utility, but for identity signaling.

Impact and Growth

The viral episode had a significant and traceable effect on the growth of Stanley. Before the TikTok fire video, the demand for Stanley products that was influenced by the trend had already caused the company to go up, and its sales were around \$70 million a year. In 2023, the company expected to have more than \$750 million in revenue, which means that the growth was more than 10 times in four years. The demand in retail increased to the highest level, the restocks at Target and Starbucks collaborations were sold out within minutes of the release.

One month after the fire incident, mentions of Stanley on TikTok had gone up by 275%, according to social analytics platform Sprout Social. Hashtags like #StanleyTumbler and #StanleyCup, both of which were viewed on TikTok, had together amassed over 1.5 billion by the beginning of 2024. The Stanley Cup was no longer simply a drinkware product but had become a social currency item representing status, eco-friendliness, and being trendy.

Conclusion

Stanley did more than just sell products. Through the clever use of user-generated virality and their own smart, empathetic corporate response, they created a lifestyle for consumers without even trying. What was once a brand deeply rooted in utility over the past 100 years has just had an incredible transformation to a modern-day iconic cultural brand. This case is a powerful reminder of the changed marketing landscape: One viral moment has the power to completely change a company's future if the brand can extend and keep the energy going.

From Toy to Trend: How Labubu Dolls Conquered Gen Z and Social Media

Introduction

The Labubu Doll, designed by Hong Kong artist Kasing Lung and produced by Pop Mart, became one of the most famous examples of how hype marketing can transform a niche art collectible into a globally known phenomenon. The Labubu doll, part of the POP MART “The Monsters” series, began as a niche item in the world of designer toys quickly transformed into mainstream obsession. Pop Mart has built an empire around “blind box” toys, where customers purchase without knowing which character variation they will receive, creating anticipation, scarcity, and a thrill of discovery.

The demand for Labubu exploded between 2021 and 2023. Pop Mart released limited-edition blind boxes and exclusive drops in collaboration with retailers which created scarcity that fueled consumers to buy it. In early 2023, new Labubu releases sold out within minutes both online and offline and there were long queues outside Pop Mart stores in China, Singapore, and Thailand. The dolls were generally sold at \$12–\$15 and after the hype they were resold on secondary markets for up to 10–20 times the original price. Some rare editions were sold for over \$1,000 on online shopping platforms like Taobao and eBay.

The hype reached new heights when TikTok and Xiaohongshu (China's Instagram equivalent). Videos of unboxing and showcasing rare Labubu variants went viral. By mid-2023, content with #Labubu had accumulated over 200 million views, while related content like #PopMart and #ArtToys crossed several billion views. Fashion influencers had started styling Labubu dolls in luxury outfits and lifestyle creators featured it as part of their room aesthetics. Influencers also started posting unboxing videos of the blind boxes, generating millions of views per post. Limited-edition Labubu designs, such as seasonal releases and collaborations, were spotted with high-profile influencers positioning it as a “must-have.”

The Hype Strategy

Pop Mart's success with Labubu was not accidental but rather built on a deliberate hype marketing strategy. The company created a feeling of scarcity and combined it with gamification by using the “blind box” model. In this case consumers purchased a sealed box without knowing which variant they will receive which created a sense of excitement and inquisitiveness. This strategy encouraged repeated purchases. Limited edition Labubu's and social media collaborations with high profile influencers and brands also made the product more desirable.

Moreover, Pop Mart relied and invested mainly on influencer marketing and user-generated content. Social media became a platform to show collections, unboxing experiences, and reactions on buying the doll. In 2023, Pop Mart also collaborated with KOLs (Key Opinion Leaders) in China who showcased their exclusive Labubu dolls which created an aspirational demand among Gen Z and young millennials.

Impact and Growth

According to Pop Mart's 2023 annual report, with Labubu being one of the top-performing product lines, sales revenue reached CNY 4.63 billion. Resale prices skyrocketed with some dolls being sold for 100x their retail price. The hype also fueled Pop Mart's global expansion resulting in Pop Mart opening stores in major cities such as New York, London, and Tokyo, all of which saw Labubu products becoming immediate sell-outs. Fans were willing to wait overnight outside stores, pay premium prices, and posted several reels on TikTok creating user-generated content. Much like sneakers or luxury handbags, owning rare Labubu dolls became a must to be a part of an aspirational community. Within weeks, videos of collectors unboxing Labubu, crying over missing out, or showing massive Labubu collections started trending across social media. On TikTok, the hashtag #Labubu surpassed 700 million views by early 2024, with videos featuring emotional reactions, resale prices, and “hunting adventures” going viral.

Conclusion

The Labubu Doll is a classic case to showcase the power of scarcity, hype marketing, and social media virality to determine consumer demand. POP MART was very successful in converting Labubu into more than a simple doll; it became a symbol of status. One of the main reasons for the sudden hype, which influencers largely contributed by presenting Labubu in trendy places, was the creation of a demand cycle that attracted both the direct sales and remuneration markets. Labubu's case is a perfect example of how contemporary hype marketing depends on social media dynamics and consumer psychology and therefore a peculiar doll can become the hallmark of a billion-dollar industry if it is marketed with the right combination of FOMO, exclusivity, and influencer culture.

Ethical Considerations

While hype marketing has proven to be a highly effective strategy for generating consumer demand, it also comes with an array of ethical concerns that need to be managed. One of the problems is manipulation of consumers through creating artificial scarcity. Most brands purposely put limited quantities of products out there, and this creates the perception that such commodities are scarce and therefore even more desirable. This tactic can deceive consumers into believing that scarcity exists, when very often it is manufactured as an emotional ruse to instill a sense of urgency and higher sales. This manipulation also raises ethical questions

of whether consumers are making free, autonomous choices or whether they are being manipulated into buying by clever marketing tactics.

One more relevant ethical concern is over consumption and sustainability. Overhyped markets usually lead consumers to purchase more than what they actually need. Individuals may buy more and more products just because they are limited edition or may buy different colors of the same product. This contributes to wasteful consumption and creates sustainability issues such as excess production and disposal of such products will also have harmful environmental consequences. While hype marketing drives profitability for the brand it does so at the cost of responsible consumption.

The mental health effects of the feeling of FOMO is also a serious ethical concern. Scarcity driven campaigns which create this feeling leaves the consumers feeling anxious and pressured and even worse if they are unable to get the “must have” product. Social media increases this effect by showcasing influencers and peers who display their purchases making the consumer feel like they missed out on something worth it. Such tactics contribute to compulsive buying behavior, financial strain and makes the consumers vulnerable. The ethical responsibility of brands is to make sure that their strategies do not exploit the psychological vulnerabilities. Lastly there is also a matter of transparency where consumers have the right to know whether the scarcity is the result of genuine supply limitations such as resource availability or production constraints or whether it is deliberately manufactured for marketing purposes. A lack of transparency creates distrust and can also backfire leading to consumer backlash and reputational damage when the manipulative techniques are exposed.

Conclusion

Hype marketing is no longer only just an advertising tactic but it rather represents a shift in the way brands are creating value in increasingly saturated markets. Brands are leveraging artificial scarcity, culture, social proof, and community to sell their products. Brands like Liquid Death that turned canned water into a lifestyle symbol or Stanley which reinvented a water tumbler into a collectible or Labubu which became a global sensation all demonstrate the impact of creating hype as a value creation mechanism. These examples show how hype marketing explores both the rational and emotional dimension of consumer behavior which ultimately reshapes the concept of brand equity.

The future of hype marketing however also depends on the brands ability to remain authentic and ethical. Consumer awareness is increasing and people are beginning to ask whether the limited editions or limited releases are genuine or fake. Consumers have also started to feel exploited by psychological triggers such as FOMO because it is reaching an unhealthy degree. Brands that fail to recognize these issues are facing risk of consumer distrust and reputational crisis which will affect the long-term loyalty. On the other hand, brands which balance the hype with being transparent and sustainable not only maintain consumer excitement but also earn respect.

The next era of marketing will be defined not just by how effectively a brand creates buzz but also by how it balances the profitability responsibly. In this sense hype marketing is not just about selling products but also about shaping cultural conversations, influencing consumer lifestyle, and setting ethical standards for the future of global commerce.

References

- Mehta, R. (2023, March 12). How hype marketing works with our brain & brand? Medium. <https://medium.com/swlh/how-hype-marketing-works-with-our-brain-brand-7dd47a81c973>
- Admin, I. S. (2025, July 30). How to Leverage Hype Marketing for Long-Term Success - Ignite Search. Ignite Search. <https://www.ignitesearch.com.au/how-to-leverage-hype-marketing-for-long-term-success/>
- Hype Kills: What Liquid Death Teaches us about marketing Failures | . . . (2025, February 10). MMR Research. <https://mmr-research.com/news/what-liquid-death-teaches-us-about-marketing-failures>
- Lorincz, N. (2024, July 5). Liquid Death Marketing Breakdown: How they became a Billion-Dollar brand. OptiMonk - Popups, Supercharged. <https://www.optimonk.com/liquid-death-marketing-breakdown/>
- Magazine, F. & B., & Magazine, F. & B. (2025, August 18). How Liquid Death's viral marketing is dominating the beverage world. Food & Beverage Magazine. <https://www.fb101.com/how-liquid-deaths-viral-marketing-is-dominating-the-beverage-world-2/>
- Teng, J. (2024, October 3). Why do we love to talk about Liquid Death so much? Tracksuit. <https://www.gotracksuit.com/us/blog/posts/liquid-death-marketing-debate>
- Nguyen, T. (2024, May 6). How Stanley's marketing strategy went viral | Rival IQ. Rival IQ. <https://www.rivaliq.com/blog/stanleys-marketing-strategy/>
- Marketing Monk. (n.d.). How Stanley Cups became a TikTok Sensation: Marketing strategies behind the virality. Marketing Monk. <https://www.marketingmonk.so/p/how-stanley-cups-became-a-tiktok-sensation-marketing-strategies-behind-the-virality>
- Carpetta, C. (2024, February 1). Unveiling Stanley's Hype: Quencher's Impact & TikTok Viral. NA. <https://www.bigblue.co/blog/unveiling-stanleys-hype-quenchers-impact-tiktok-viral>
- Lorincz, N. (2024a, June 6). Stanley's Rise to \$750M: How a 100-Year-Old Brand Thrived in the Digital Age. OptiMonk - Popups, Supercharged. <https://www.optimonk.com/stanley-marketing-breakdown/>
- S, S. (2025, July 5). What the Labubu Craze Teaches Us About Hype Marketing (and Building Lasting Brands). Medium. <https://medium.com/@sumitsaluja.iiim/what-the-labubu-craze-teaches-us-about-hype-marketing-and-building-lasting-brands-2d20c19af918>
- Brandaidmultimedia. (2025, August 6). LaBubu: How it became a Billion-Dollar marketing hype? Brandaid Multimedia. <https://brandaidmultimedia.com/2025/08/06/labubu/>
- Sharma, M. (2025, August 12). Labubu Hype Marketing: Driving Buzz, Sales & Brand Loyalty. Nuform Social. <https://blogs.nuformsocial.com/marketing/labubu-hype-marketing-the-toy-that-isnt-haunted-its-hyped/>
- Brown, E. (2025, August 13). Brand It like LaBubu – Masterclass in emotion, storytelling, and design. DesignMantic. <https://www.designmantic.com/blog/branding-lesson-from-labubu/>

- Javakhishvili, N. (2023, September 13). Beyond the Hype: Navigating the Ethics of Influencer Marketing. Medium. <https://nikojava.medium.com/beyond-the-hype-navigating-the-ethics-of-influencer-marketing-917c359c13a1>

