

ASEAN Celebrity Influence: Deep Dive into Cultural Shifts and Regional Trends

ASEAN Celebrities · Answer Key · 10 Questions

1. Which unique characteristic, often termed the 'Thai Effect,' significantly distinguishes Thai celebrity endorsements in the luxury market, leading to a surge in brand partnerships and fan loyalty?

- A) Their ability to speak multiple European languages fluently.
- B) Unwavering fan loyalty, the nation's aesthetic focus, and a unique marketing environment valuing celebrity endorsements.**
- C) A strict government regulation mandating celebrity involvement in national campaigns.
- D) Their exclusive focus on traditional Thai fashion, rejecting Western luxury brands.

2. Indonesian artist I Gusti Ngurah Kertayuda is noted for his long-standing efforts in preserving and promoting traditional Indonesian arts internationally. Which specific art forms is he primarily associated with teaching and sharing globally?

- A) Batik painting and traditional Indonesian cuisine.
- B) Balinese dance and gamelan music.**
- C) Wayang kulit puppetry and Pencak Silat.
- D) Sundanese musical theatre and traditional weaving.

3. In the Philippines, social media influencers play a significant role beyond entertainment. What unique Filipino cultural concept is often seen reflected in their collaborations and support for community causes, such as raising funds for disaster victims or promoting local businesses?

- A) Bayanihan, a spirit of unity and cooperation.**
- B) Harana, a traditional courtship serenade.
- C) Sakop, referring to a sense of belonging or territory.
- D) Paluwagan, a traditional rotating savings and credit association.

4. Malaysian local celebrity Marsha Milan partnered with IKHLAS, AirAsia.com's Muslim-friendly line of business, for a digital donation drive. Which Malaysian state did this particular initiative aim to support, primarily for communities affected by the pandemic in 2020?

- A) Selangor.
- B) Sarawak.
- C) Penang.
- D) Sabah.**

5. A 2025 report on Singapore's digital landscape by AnyMind Group highlighted a significant consumer behavior trend. What percentage more likely are Singaporean audiences to respond to sponsored influencer content compared to other digital ad formats?

- A) 32% more likely.
- B) 45% more likely.
- C) 62% more likely.**
- D) 49% more likely.

6. Nguyen Du, a prominent Vietnamese poet, is celebrated for his literary masterpiece that has been translated into over 20 languages. What is the title of this significant work, cherished for its creativity and distillation of Vietnamese culture?

- A) Luc Vân Tiên.
- B) Truyen Kieu (The Tale of Kieu).**
- C) Nhat Ký Trong Tù (Prison Diary).
- D) Bình Ngô Đại Cáo (Great Proclamation upon the Pacification of the Wu).

7. The rise of 'Boys Love' (BL) series in Thailand has not only created a global fandom but also significantly impacted the commercial landscape. What specific 'queer affect,' central to BL fandom, do Thai BL commercials consciously produce to bolster consumption among primarily female fans?

- A) 'Fin,' evoking nostalgia for BL series via specific semiotic codes.**
- B) 'Sanae,' meaning charm or allure.
- C) 'Moo,' signifying cuteness.
- D) 'Chuen,' implying delight or pleasure.

8. Thai actor Pond Naravit recently became the first Thai ambassador for a leading Filipino beauty brand, Ever Bilena Cosmetics. This cross-cultural endorsement exemplifies a growing trend in the beauty industry focused on what?

- A) A shift towards luxury brand exclusivity.
- B) Embracing Thai beauty to enhance inclusivity and reflect diverse cultural identities in Southeast Asia.**
- C) Marketing solely to a male demographic in the region.
- D) A return to traditional, single-country beauty standards.

9. Southeast Asian cinema is experiencing a boom, marked by regional collaboration and box office success. What Indonesian film, recognized for its exploration of a young woman's struggles during the 1998 IMF economic crisis and marking actor Reza Rahadian's directorial debut, won multiple awards at the Busan International Film Festival in 2025?

- A) Ada Apa Dengan Cinta?
- B) Pengabdian Setan.
- C) On Your Lap (Pangku).**
- D) Gundala.

10. Beyond local productions, Southeast Asia is noted as a major 'cultural super-consumer.' Which two East Asian cultural content types are particularly dominating regional screens and shelves, with countries like Indonesia, the Philippines, and Thailand leading this consumption wave?

- A) Bollywood films and K-dramas.
- B) Anime and K-pop.**
- C) Manga and J-rock.
- D) Chinese historical dramas and Japanese indie films.