

RUBBISH REVIEW

Global Fan Repatriation Marketing Strategy:

A Feasibility Analysis for Subsidizing Overseas 22/7 Fans to Attend the 22/7 10th Anniversary Live Performance at Budokan

全球粉丝回流营销战略:

为海外 22/7 粉丝提供官方补贴以赴武道馆参加 22/7 十周年纪念演唱会的可行性分析

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Abstract

As Japanese idol group 22/7 approaches its tenth anniversary with a stated aspiration to perform at Nippon Budokan, questions of audience density and symbolic scale become central. This article evaluates a speculative but numerically grounded proposal: reimbursing international fans for airfare and accommodation to ensure a fully realized Budokan event. Drawing on publicly observable fan distribution metrics and recent overseas live attendance figures, the study models a scenario in which overseas mobilization guarantees capacity fulfillment.

Keywords: Air Transportation; Popular Culture; Marketing; Japanese Pop Culture.

1 Introduction

22/7 is a Japanese multimedia digital voice-acting idol project combining animation, music releases, and live concerts (Shibata, 2024). Over nearly a decade, the group has cultivated both domestic and overseas visibility.

Within Japanese idol culture, performing at Nippon Budokan represents institutional validation and narrative culmination

(Galbraith&Karlin, 2012). Budokan is not merely a venue; it is spatialized legitimacy.

The tenth anniversary aspiration, therefore, signals both ambition and accumulated structural confidence. While 22/7 has been planning a 10th-anniversary concert at Budokan (Ishii, 2025), the group may not currently have enough fans in Japan to fill the venue next year.

We propose that Sony, the managing company of 22/7, reimburse all interested

international fans for airfare and accommodation from anywhere in the world to Tokyo during the concert days to ensure a fully realized tenth-anniversary Budokan concert. Previous research also suggested that over 50% of the 22/7 fans would intentionally visit places associated with the idol, thereby benefiting the local economy (Shibata, 2024).

We will analyze the feasibility and the outcomes of this proposal.

2 Methodology

Assuming all overseas fans are interested in the 22/7 concert, and 22/7 management has an infinite budget, we will analyze the global fan base and develop a feasible model to fill all Budokan seats.

2.1 Overseas Audience Base: Observable Indicators

The feasibility of international fan mobilization is supported by several quantitative indicators:

- 22/7's official Bilibili account in China had approximately 27,000 subscribers in February 2026.
- Sally Amaki's live event in Edmonton, Canada, reportedly attracted 3,000 attendees.
- Sally Amaki's live appearance in Seattle, USA, drew approximately 5,000 attendees.
- Previous Sally Amaki and 22/7 events in Singapore and Indonesia also attracted

thousands of fans.

These figures suggest a measurable capacity for overseas engagement. If even a fraction of these international audiences were mobilized for the tenth-anniversary Budokan live, overseas attendance could realistically approach or exceed 8,000~10,000.

2.2 Domestic Baseline

22/7's live performances in Tokyo typically attract approximately 1,000~3,000 attendees under standard venue conditions. We assume 2,000 local fans will attend the 10th concert.

2.2 Budokan

Budokan's capacity (depending on configuration) is commonly cited at around 10,000 seats (De Launey, 1995).

3 Results and Discussion

3.1 Filling the Venue with Audiences

Based on the data above, we can analyze the possibility of filling the venue:

- Domestic base: ~2,000
- Overseas mobilization potential: 8,000+
- Combined attendance projection: 10,000+

Under this model, Budokan capacity is not merely reachable - it is comfortably exceeded.

3.2 Financial Modelling

Assume:

- 8,000 reimbursed overseas fans
- Average airfare: \$1,100
- Accommodation (3 nights): \$450
- Estimated total cost:
≈ \$12.4 million USD

This figure may induce temporary managerial hesitation. However, the calculation does not account for:

- Merchandise surge
- Streaming spike
- International press amplification
- Long-term loyalty reinforcement

3.3 A Marketing Strategy

Offering free samples to potential customers can significantly boost sales (Lammers, 1991). Similarly, reimbursing international fans' travel expenses would achieve several objectives:

1. Guarantee Budokan sell-out.
2. Generate global headlines.
3. More on-site CD sales.
4. Reframe 22/7 as internationally mobilizable.
5. Transform the tenth anniversary into a mythic convergence event.

The act of flying 8,000 fans to Tokyo would itself become the story.

4 Conclusion & Discussion

Given a large overseas fan base, it is

mathematically plausible that reimbursing 8,000 overseas fans could guarantee a sold-out Budokan performance for the 22/7 tenth anniversary. Overseas fans of 22/7 or Sally Amaki are much more likely to attend the concert if Sony reimburses all travel expenses. Such action also boosts potential sales of goods and CD albums, since most of the invited audience are the targeted customers.

For an additional investment of only \$12.4 million USD, 22/7 can have a memorable anniversary live at Budokan next year and reinforce loyalty among overseas fans.

Acknowledge

We are not responsible for any economic loss if the proposed strategy is implemented.

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