

A black and white photograph of Zara Larsson singing into a microphone. She has long, wavy blonde hair and is wearing a light-colored, patterned crop top and matching shorts. She is smiling and looking towards the camera. The background is a simple, light-colored wall with a large circular opening.

WHY THIS WENT VIRAL

Midnight Sun
Zara Larsson



The reason Zara Larsson's Midnight Sun era took over online isn't just because of the music itself. It's because the entire rollout was built around the way **social media turns aesthetics, emotions, and identity into shareable content.**

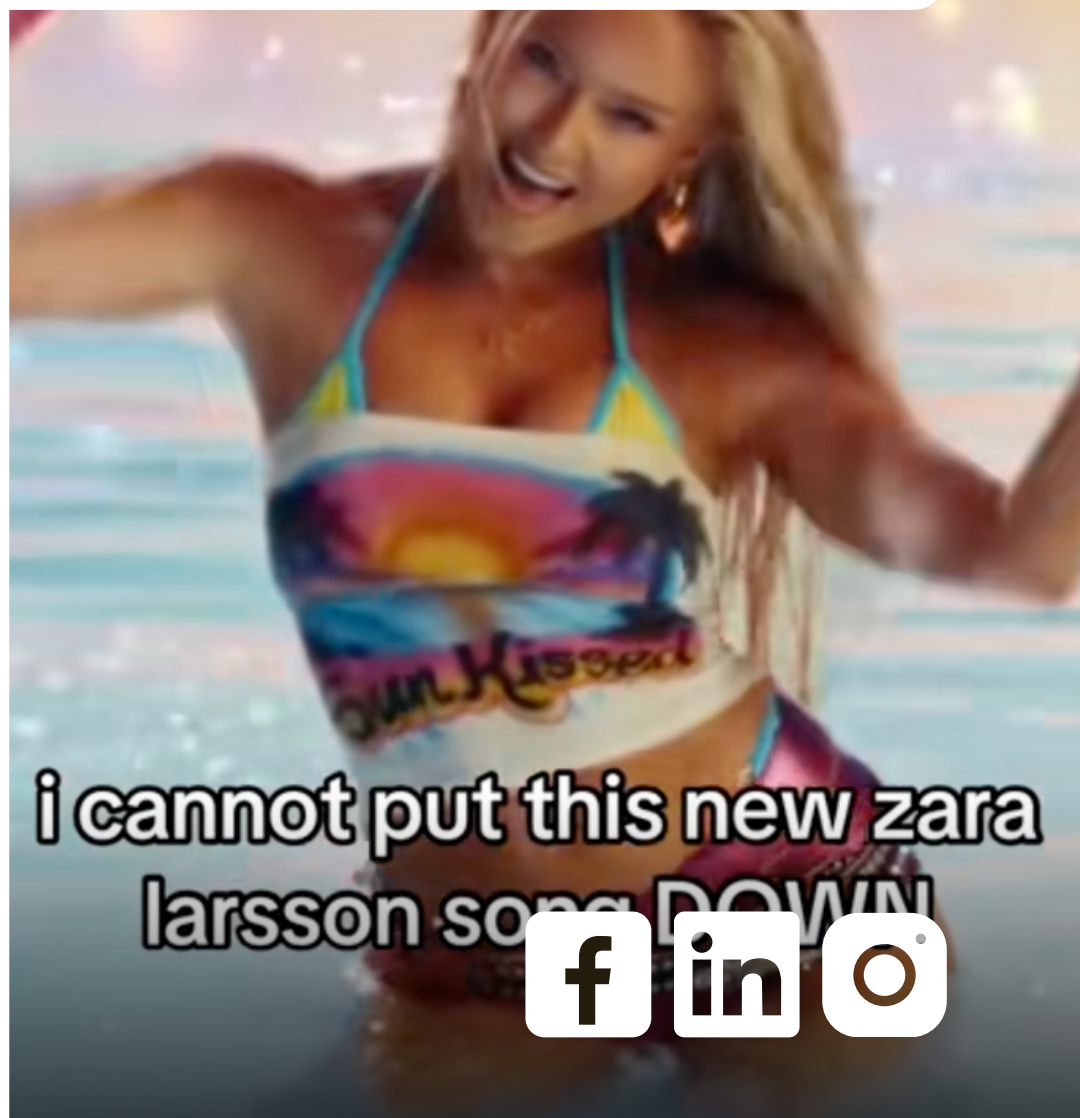


PEOPLE WANTED TO PARTICIPATE

Participation drives **virality**.

FANS STARTED:

- Recreating the makeup looks
- Posting outfit inspiration
- Making edits using the sound
- Adding their own harmonies on TikTok



THE SONG CREATED A FEELING

Even during colder months, people associated Midnight Sun with:

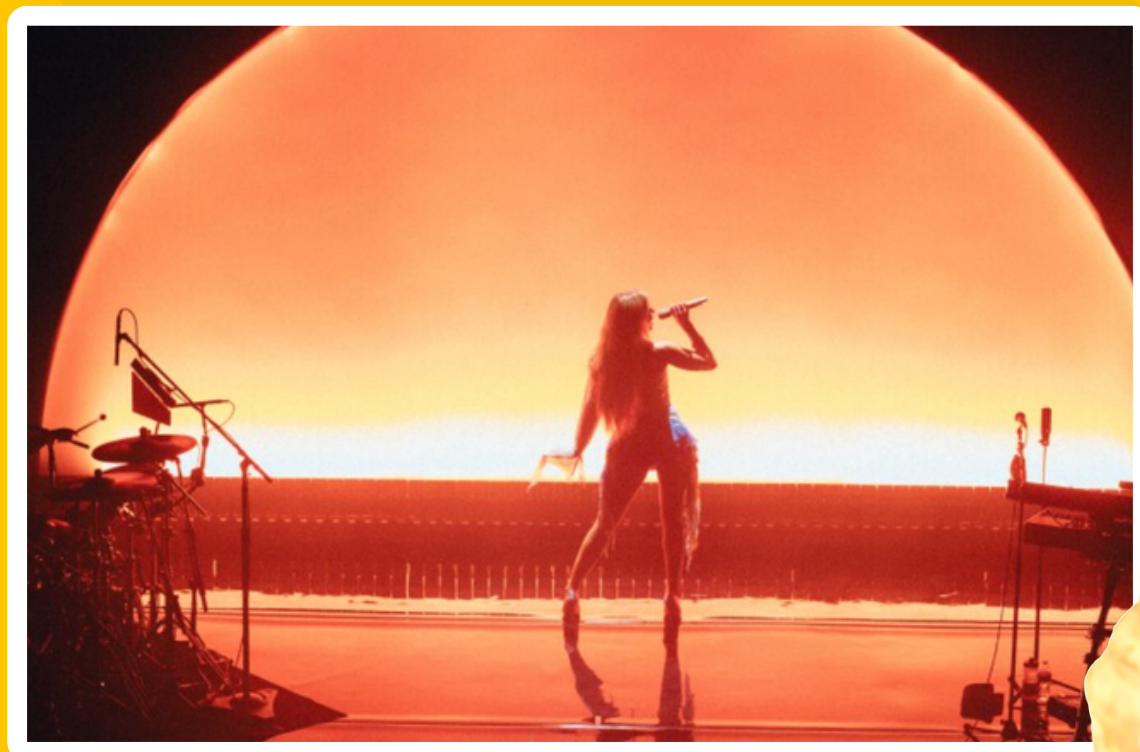
- Warm weather
- Freedom
- Travel
- Summer nights
- Nostalgia

It became less about the song itself and **more about the emotion attached to it.**



THE TOUR MADE IT A COMMUNITY

Similar to the way fans treat the Eras Tour, people began dressing in the **“Midnight Sun” aesthetic** for Zara’s shows.



The concerts became:

- Visually recognizable
- Highly shareable online
- Identity-driven experiences

Fans weren't just attending. They were **participating in the brand.**





Constant reinforcement makes a difference.

Instead of letting the moment fade, Zara kept **extending the life** of the song.

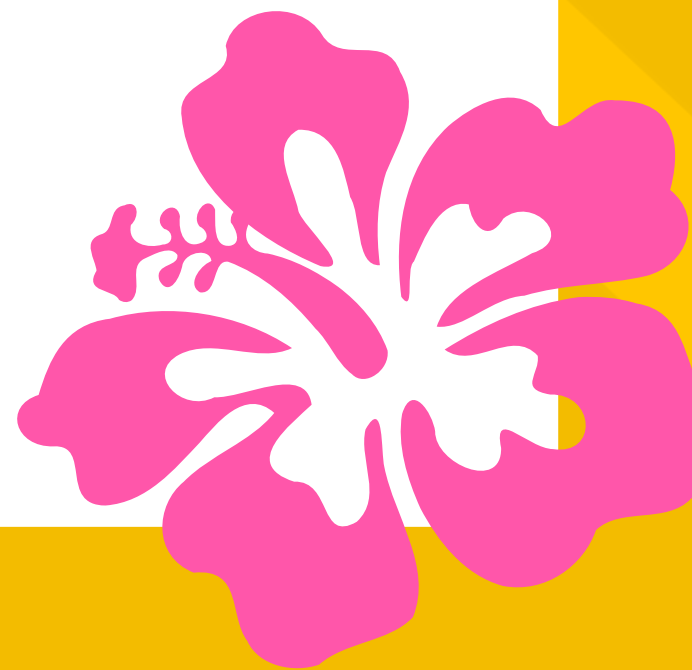
- New versions like: “Girls Trip” version
- Additional clips, edits, and reposts gave audiences a reason **to keep talking about it**
- Social media rewards **content that stays active consistently**



SHORT-FORM DOMINATES

The *Midnight Sun* era was perfect for:

- TikTok
- Instagram Reels
- Fan edits
- “Get ready with me” videos
- Concert recap clips



Every moment felt designed to **loop well, look aesthetic, trigger emotion, and be reposted.**



WHY THIS WENT **VIRAL**

It became an
aesthetic, a feeling,
a community, and
**a shareable
identity.**

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