

Boss Is Reborn 291

Chapter 291. You Look Like a Clown

The rapid and loud knocking on the door made Ding Shan raise her head.

Xiao Zhao put down her phone and went to open the door. As soon as she opened the door, she saw the fake smile on Chen Tong's beautiful face.

"Aiya, why is it so quiet here? It is as cold as Ding Shan's popularity on the internet. Sister Shan, I heard that the officials seemed to have forgotten to @ You. How could they make such a low-level mistake? Even if you're not as popular as you used to be, they can't ignore you like that!" Before Chen Tong even entered, Ding Shan could hear her loud laughter.

Ding Shan furrowed her brows and slowly stood up. She walked to the door, crossed her arms in front of her chest, and looked at Chen Tong coldly. "Isn't it all because of you that I wasn't tagged by the official Weibo @ "

Ding Shan's strange words stunned Chen Tong. "What does that have to do with me? "

"That's right; what does it have to do with you?" Ding Shan smiled. "So, what are you doing here?"

Chen Tong was confused by Ding Shan's words. She glared at Ding Shan angrily and said viciously, "Ding Shan, do you think you're at the top of the entertainment industry now? Even if you want to be arrogant, you need to have the capital. Don't you see how cold you are now? Even the officials have forgotten to promote you. I know you must be very sad right now, right? I'm here to comfort you. It's not a good feeling to have no popularity. But it's normal in the entertainment industry; you'll get used to it!"

Looking at Chen Tong's proud and arrogant face, Xiao Zhao was so angry that she wanted to kick Chen Tong out.

Xiao Zhao was worried that Ding Shan would be sad after hearing Chen Tong's words, but when she turned her head, she could not see any sadness or anger on Ding Shan's face.

"If you want to show off before me, please get the facts right first. I'm an officially invited mentor. Would they forget to promote me?" Ding Shan shook her head and looked at Chen Tong mockingly. "Do you know what you look like now? "

Before Chen Tong could say anything, Ding Shan smiled and said, "The clown."

After that, Ding Shan ignored Chen Tong's shocked and angry expression and closed the door.

"Ding Shan!" Chen Tong was so angry that she almost kicked the door. The assistant beside her hurriedly pulled her back and begged, " "Sister Chen, you can't kick the door! There are cameras in the corridor!"

Chen Tong's face was red, and her chest was heaving up and down violently. She clenched her fists and closed her eyes to calm herself down.

I can't be angry. That woman did it on purpose. If I'm furious, I'll fall into her trap!

When she opened her eyes again, Chen Tong looked a lot calmer.

“Ding Shan, I’m here to comfort you; why did you close the door? Should you close the door and cry? Even if you’re the last to be officially announced, you’re still the Festival’s supervisor. Don’t be too sad; you can’t force popularity. Even if some people stay in the industry for two more years, they will still fall, right?” Chen Tong said while pinching her throat.

After she finished speaking, she revealed a sneer of ridicule.

In the past, Ding Shan would always use her seniority to suppress her. Did she think she was the Queen? A Phoenix without feathers was inferior to a chicken; did Ding Shan not understand this logic?

Pei, Pei, Pei, why did she have to compare her to a chicken?

Chen Tong pouted and turned to her assistant, “Let’s go, remember to arrange for Ding Shan’s black material.”

In the room, Xiao Zhao heard Chen Tong’s mocking words outside the door. She was so angry that she threw her phone on the sofa.

“What’s going on with the Festival Group? Why are you the last one to be announced? On what basis?”

Ding Shan sat down and poured a glass of milk. She smiled when she heard Xiao Zhao’s words. “Why don’t you think of the bright side? The last one is still the finale.”

“You can’t say that!” Xiao Zhao was suddenly anxious and showed the data on her phone to Ding Shan, “Sister Shan, look, the official Weibo @ Chen Tong, the number of reposts is about to break a million! The netizens are all talking about her. She’s very popular now. If you are announced after her, the netizens will only think that the Festival Group placed you behind her because your popularity is lower than hers!”

It would be fine if Chen Tong were a female star with no fan base. But Chen Tong’s fans were famous in the entertainment industry for their strong combat power. They guided the direction of the comments, did the data, and splashed dirty water on the comments. Each one was more skilled than the other!

In the face of such an enemy, revealing a single flaw would likely lead to a tragic defeat.

Xiao Zhao’s expression was solemn as she frantically thought of a plan. When she looked up, Ding Shan had already washed up and was preparing to go to bed.

Chapter 292. Announcing The Mentors

Oh my God, how could she still be so calm? How could she fall asleep in this situation?

“Xiao Zhao, why are you looking at me like that? This should be something for the Festival team to worry about. Do I have to post on Weibo right now and say that I’m the fifth coach of this show? The Festival Group invited me over to be their teacher. They have no reason to offend me. What good would that do them? I’m guessing they have their plans.”

Even though Ding Shan didn’t know what the Festival team had planned, she felt Yin Hui wouldn’t go so far as to set her up. If he set her up, wouldn’t that be the same as setting up the program? Yin Hui cared so much about the program, so he would not do that.

Oh right. Ding Shan seemed to have recalled something. “When we were shooting the poster last time, the staff seemed to have mentioned ‘National producer’ to me. I don’t know what that meant.”

Xiao Zhao, who contacted the management of the fan group and the fan support club on her mobile phone, did not hear Ding Shan’s last sentence.

After the exchange with the management staff, Xiao Zhao stood up. It had been a sleepless night for her. This could be considered the first challenge she faced since becoming an agent.

Ding Shan still had a shoot tomorrow, so she should rest early. Xiao Zhao checked the windows, closed the curtains, and then said to Ding Shan, “Sister Shan, you should sleep. You still have work tomorrow. Don’t worry; leave the situation online to me and the fans. We’ve long been prepared for this day.”

Ding Shan was usually busy with work, so she didn’t know much about the situation of the fan group. Xiao Zhao directly managed the fan group and the fan support club. Xiao Zhao had learned a lot of tactics for the entertainment industry’s online public opinion war through the exchanges with the administrators these days.

Now, it was time for her to make her appearance!

The city quieted down, but the internet was still very lively.

Today’s most important event in the entertainment industry was the mentors’ official announcement by ‘Idol Creation Camp.’

This variety show had also been leaked online before, but because the Festival team had kept it a secret, the audience wasn’t too sure about its actual situation.

Today, this program has finally unveiled its mysterious veil.

“Break through the night, walk on the waves, Idol Creation Camp; we meet at the peak!”

Starlight Entertainment posted a Weibo post at seven o’clock in the evening, accompanied by a poster with a dark blue starry background. In the middle of the poster was the Logo of ‘Idol Creation Camp.’

As a newly established entertainment company, Starlight entertainment was not very famous in the entertainment industry. When this Weibo post was first posted, it did not set off much of a storm on the internet.

But then, Starlight entertainment posted four Weibo posts within an hour, tagging Li Yang, Chen Xi, Su Yan, and Chen Tong, the four mentors.

Chen Xi and Su Yan are currently the most popular male singers in the music industry. Both of them had more than 10 million fans on Weibo.

As for Chen Tong, she was currently a very famous little princess of variety shows. She had participated in many popular variety shows. Although she did not have many representative works, she had made a name for herself in the entertainment industry with her beauty. She was once known as “Little ding Shan.”

Li Yang was a manager, so her popularity was naturally not as good as the other three celebrities. However, after some investigation, the netizens found that Ms. Li was not simple.

She graduated from the country's top media college and has been in the entertainment industry for 15 years. She was once the publicity director of a top female star's studio. After she changed her career to a manager, she made countless top stars in the entertainment industry famous. She was known as the 'Superstar pushing hands in the industry.' In terms of experience, Li Yang was the most senior of the four.

The netizens were boiling with excitement.

This lineup of coaches was too luxurious! It would probably cost a sky-high price to hire one person, but Starlight Entertainment hired four people for a talent show!

After the four official Weibo announcements were posted, they quickly made it to the entertainment hot search list on Weibo that day.

The hot search list was updated every half an hour, and almost half of the spots were occupied by the four mentors and 'Idol Creation Camp.'

The popularity continued for a few hours. Not only did it not die down, but it also caused even more people to discuss it.

Netizen 'Love to eat little peaches': "Don't praise too early. Domestic talent shows have always been mediocre. Can those who are selected be called idols? The market has been too reckless for the past two years, and I'm already tired of aesthetics."

Netizen 'Erick-Z': I'm here for our Tongtong. Chen Tong is a super beauty with myriad styles in the entertainment industry. She's also the little princess of the variety show group. She deserves all the flowers and applause!

Chapter 293. The Fifth Mentor

Netizen 'Sleep a little more': "Senior Li Yang has always been behind the scenes and has never shown her true face. I heard she is a strong woman among the women in the entertainment industry. To be able to invite such a mentor, I think this variety show will not be too bad."

Netizen 'Vvvv ': "Welcome to Chen Xi's new album. Every one of them is a masterpiece. You won't be disappointed! I must follow brother Chen Xi's variety show!"

Netizen 'Green Lemont': "The last time I watched a talent show, Su Yan was still a contestant. Now, he's already a teacher. Time flies.

I'm looking forward to it. I hope this show won't disappoint me."

...

The netizens were all expressing their curiosity and anticipation for the show. When they saw that the Festival team had only announced four coaches at the same time, everyone thought there would be only four coaches left for the show.

All the marketing accounts also released the news of the official announcement of the four mentors of 'Idol Creation Camp.'

Among the four mentors, Chen Tong was the most popular.

Chen Tong's fans were already mighty. Their ability to generate popularity, comments and quarrels were even more substantial than the fans of some top female stars.

After the official Weibo post was released, Chen Tong's fans seemed to be in a Carnival. They posted all related topics to celebrate. They even left comments under some posts discussing Chen Xi's and Su Yan's music styles, telling ordinary viewers how outstanding Chen Tong was.

The actions of Chen Tong's fans made Chen Xi and Su Yan's fans feel a little uncomfortable, but they held back and didn't say anything.

After all, the program was not online, so it was best not to quarrel.

It was customary for Chen Tong's fans to be so happy. In their opinion, Chen Tong was the only female celebrity mentor in this talent show, so it is evident that Chen Tong was still the 'Team's favorite little princess' of the variety show.

However, just as the netizens were enthusiastically discussing the four coaches, an account that claimed to be an internal staff of the Festival Group posted a Weibo message-

"It's not four, but five,"

Five? The netizens left comments under this Weibo post.

"???"

"Is what you said true? Who's the fifth instructor?"

"Everyone, let's disperse. This person is talking nonsense. They would have announced it long ago if there had been a fifth instructor. Why did they have to wait so long?"

...

In the face of doubts and questions, the self-proclaimed internal staff of the Festival Group posted another Weibo-

"I'm not lying. It's a certain female celebrity. She's very popular."

After the second Weibo post was posted, the netizens' curiosity was piqued to the peak. The number of people who doubted the second Weibo post was much less. Everyone was guessing which female celebrity would be the fifth coach.

Chen Tong's happy fans suddenly felt something was wrong. They took turns commenting on the second post.

"Fire? How popular could it be? With our Tongtong fire? Don't talk big, alright?"

"No matter who it is, our Tongtong is the most beautiful!"

"That's right. Moreover, Tongtong is very professional in singing and dancing. She's the most beautiful teacher, Tongtong!"

...

Chen Tong's fans didn't know if there was a fifth coach or who the fifth coach was, but they were evidence that they couldn't let this person challenge Chen Tong's position as the "Team's favorite little princess" among the five coaches.

If it was an older female star, there was nothing to worry about.

However, it would be terrible if she were about the same age as Chen Tong or even a female star of the same type.

The speculation and discussion about the mysterious Fifth mentor made Idol Creation Camp even more popular.

Seeing the netizens discussing the "Fifth mentor," Chen Tong felt something was wrong. She had a bad feeling.

She had been in a good mood.

Although Ding Shan ridiculed her after she went to find her, Chen Tong felt that she still had the upper hand.

At the same time, she was a hot topic on the internet, but no one talked about Ding Shan. Even if the officials announced that Ding Shan would be the fifth mentor, Ding Shan would not be able to surpass her popularity quickly.

However, something happened.

At a time like this, someone said that the Festival Group had a 'Fifth Coach'. This undoubtedly made everyone who knew about the variety show curious about this fifth coach.

This was equivalent to all the popularity of this show suddenly gathering on this mysterious fifth coach.

If they announced that the fifth instructor was Ding Shan, they would have to go all out.

Chen Tong's expression changed completely. She stood up abruptly and said with a trembling voice, "Contact sister Bing, quick!"

Chapter 294. Welcome Back

However, before Chen Tong's assistant could get through to Du Bing's phone, the officials of 'Idol Creation Camp' officially announced the identity of the fifth mentor at midnight.

"Irreplaceable, irreplaceable, the only pure white jasmine in our memories. When she returned, she was a wild rose that bloomed in the thorns. Hello, Ding Shan."

The accompanying picture was a poster with a background different from the other four mentors.

On the poster, the beautiful girl standing against the light was like an angel who had descended into the world. Her attractive facial features were like the handwriting of a god, and her three-dimensional facial

features had a pure and cold beauty that belonged only to Ding Shan. This kind of contradiction was perfectly integrated into this woman.

Ding Shan's eyes were sharp and determined, and her determination was as if she had just broken out of a cocoon and was reborn. Everyone who saw the poster was shocked.

This was the actual ceiling of the entertainment industry, and no one could replace Ding Shan.

At the bottom of the poster, a few words were written in bold font- "The fifth mentor and National producer!"

This was Ding Shan's double identity in this show. Not only was she the fifth coach, but she was also the producer of the entire country.

Although many of the audience members did not know what 'National producer' meant, at this moment, no one had the time to pay attention to these details.

Because they were amazed by this photo that was perfect in all aspects, they all left comments.

Everyone knew that Ding Shan was beautiful, but they never thought that her beauty was so unique, extreme, and sharp.

This was utterly different from Ding Shan's previous style.

It turned out that the cute and innocent little girl in everyone's memory had already grown up. After experiencing those terrible things, she transformed into a brave girl.

Now, she was back!

When Ding Shan's fans saw the poster and slogan, they almost cried.

Others might not know how hard it was for Ding Shan, but they did.

She was a little girl who had started cultivating at a young age and in a family without any reason or warmth; her value was squeezed out by her parasite-like family.

In the end, she bravely escaped from the abyss!

However, after leaving the abyss, everyone was suspicious. After experiencing so much wind and rain, would that delicate and beautiful flower still be the same as before?

Since the incident with the Ding family, Ding Shan has rarely appeared in the public eye. There was no schedule, no news of her filming, and no one knew where she went.

Some people said that Ding Shan was going to leave the entertainment industry, some said that Ding Shan had lost all her resources after leaving the Ding family, and some even said that Ding Shan needed money and had gone to be the mistress of a rich man.

Ding Shan's fans endured the considerable pressure and encouraged each other. They didn't leave Ding Shan when she was at her lowest point. They persisted.

Finally, the day they had been waiting for had arrived!

Ding Shan's fans all left comments below this official Weibo. They didn't use fancy words, just a simple sentence: "Welcome back, Ding Shan."

"Welcome back, Ding Shan."

"Welcome back, Ding Shan."

...

The neat comments surprised the passers-by, and many people were touched.

It was said that there was no sincerity in the entertainment industry, but the relationship between fans and idols was not sincere.

At this moment, Chen Tong was looking at the official Weibo announcement about Ding Shan. Her face was pale, and her body was trembling.

In five minutes, the number of shares exceeded 300000, and the number of likes reached 700000.

This rate of growth was something that her fans could never achieve.

This was Ding Shan's fan base. In addition to loyal fans and good-looking fans, those who had watched the movies she acted in when she was young were all her potential fans.

These people might not usually be the ones to post comments and data on Ding Shan's behalf, but when such a significant event occurred, these people would be the first to stand up and express their support and love for Ding Shan.

No other female star on the same stage as Ding Shan could compare to her terrifying influence.

"Argh! Why? Why?" Chen Tong suddenly screamed and threw everything on the table to the ground. Then, she smashed everything in the room as if she had gone crazy.

The assistant was so scared that she dared not go up and persuade Chen Tong.

"Didn't she become a Taoist since she was young? Why haven't these people forgotten her? She's not like before; why do these people still like her so much?" After Chen Tong threw everything down, she stumbled toward her assistant and grabbed her collar, almost strangling her neck.

"Sister Chen, calm down." The assistant's voice was trembling.

Chen Tong's eyes were bloodshot. "No, I can't lose to her. I can't!"

Chapter 295. Sinister Tactics

Chen Tong could almost feel that if she lost to Ding Shan this time, it would be tough for her to suppress Ding Shan's popularity in the future.

She didn't want to be the 'Little Ding Shan' who was called a fake under the halo of Ding Shan!

Chen Tong's eyes were burning with madness. She turned to look at her assistant and said in a hoarse voice, "There's no need to continue with my data collection."

Chen Tong knew that it was useless even if her fans continued to create numbers. Her fake numbers were simply laughable compared to Ding Shan's current popularity.

Hearing Chen Tong says there was no need to continue with the data, the assistant was stunned for a moment. Then, she had a bad feeling in her heart.

Sure enough, Chen Tong said in a gloomy tone, "Get a portion of them to spread negative news about Ding Shan on the internet, and the rest to pretend to be Ding Shan's fans.

In the online battle between the fans of celebrities, there was a very sinister tactic: to let one's own fans pretend to be the other party's fans. These fake fans would go to many posts and make extremely arrogant and despotic remarks.

By spreading nasty rumors, they would destroy everyone's good impression of this celebrity and attract hatred for her.

There were many fake fans in the entertainment industry. Some celebrities' fan clubs would even set up accounts to do this.

Hearing that Chen Tong also wanted to use such a tactic to defame Ding Shan, the assistant hesitated for a moment and tried to persuade Chen Tong, "Sister Chen, should we discuss this with sister Bing first? There's a risk in doing this."

"Are you my assistant or Du Bing's assistant? Now, you don't even listen to me?" Chen Tong was already annoyed, but when she heard what the assistant said, she was furious. She slapped the assistant's face and said fiercely, "What's wrong? Are you looking down on me now? You're happy to see me make a fool of me, aren't you? I'm going to deal with Ding Shan, and you're trying to stop me. Why do I feel like you're more like a fan of Ding Shan's?"

The more Chen Tong spoke, the angrier she got. She grabbed the assistant's hair.

The assistant was in so much pain that tears were falling. She desperately tried to explain and beg for mercy. "I didn't mean it that way. Sister Chen, don't be angry. I'll go and arrange it now!"

Chen Zhao sneered and pointed at the assistant's nose. "Do it cleanly, and don't let Du Bing know about this. Also, when you talk to me in the future, use your brain. If I find out that you have other thoughts ..."

"Sister Chen, I know I was wrong. I will not tell sister Bing!" The assistant promised as she wiped away her tears.

On the other side, Yin Hui was sitting on the sofa eating beef brisket noodles with tomatoes delivered by take-out. After a busy day, this was the first meal he had today.

'Idol Creation Camp' officially announced the five mentors on Weibo today. To Yin Hui, this was a big event. The popularity of the mentors would directly determine whether his program would be famous after it was broadcast.

Therefore, he had been busy with this matter the entire day, confirming all the details.

"Old Xiang, you're brilliant. You asked me to arrange for someone to leak the news that there's a fifth coach on the program, and as expected, the netizens became curious. I've looked at the real-time

popularity chart. After I posted this, the number of people participating in the discussion increased by 9%! Old Xiang, I love you so much!” Yin Hui was sweating profusely. After eating, he wiped his mouth, raised his head, and excitedly said to Xiang Hong.

The room was filled with the smell of beef brisket noodles with tomatoes. Xiang Hong stood up in disgust and opened the window.

A cold wind blew. Xiang Hong stood in front of the window with his hands in his pockets. “There’s no need to be touched. I didn’t do it for you.”

Yin Hui rolled his eyes and kept his touched expression. “Yes, yes, yes. How could you be so good to me? If it weren’t for Ding Shan, you probably wouldn’t even watch my variety show. Hmph! We’ve been friends for so many years, yet I can’t even compare to a woman you’ve just met!”

Just met? A trace of a smile appeared on the corner of Xiang Hong’s mouth.

He did not just get to know Ding Shan; they had long been connected by the God of fate’s red string.

“Don’t use such a jealous tone; it’s disgusting.” In terms of the evil tongue, Xiang Hong had never disappointed anyone.

Chapter 296. The Dirty Entertainment Industry

Yin Hui was so angry that he was about to fight back when his phone rang. It was a video call from Lu Chen in the group chat.

After Yin Hui picked up the call, Lu Chen’s first words were, “Yin Hui, you’re good. This show is top-rated now. You should quickly find a few more advertising sponsors and insert them into the show when it’s broadcast. The advertising space should be at least eight figures. You’ve struck it rich this time. Your father won’t call you a prodigal anymore, hahaha ...”

“What nonsense are you talking about? Do I look like a greedy person? I’m doing this variety show to realize my dream! Forget it; how can a layman like you understand? By the way, Old Xiang is also beside me.” Yin Hui turned his phone around and pointed the camera at Xiang Hong.

“With Old Xiang’s looks, figure, and temperament, when his trainee identity is announced tomorrow, won’t a bunch of young ladies cry and call him hubby? I’m already regretting not joining your show. It’s not bad to be a star.” Lu Chen laughed cynically.

“You don’t have to worry about that. Old Xiang hasn’t liked a woman for more than 20 years. I think he’s serious this time. Even if he becomes a celebrity, no matter how many people like him, he’ll only have one person in his heart.”

The single Yin Hui complained to Lu Chen, “You don’t know this, but when I saw Ding Shan’s poster today, I thought it looked perfect, so I changed it to my phone wallpaper. In the end, when Xiang Hong saw it, he looked like he would cut me into pieces. I was so scared!”

Lu Chen laughed out loud. Since Xiang Hong couldn’t hit him now, he said arrogantly, “Xiang Hong, I also think that Ding Shan’s poster is pretty. I’m going to use it as my phone wallpaper for a week. You won’t be angry, right? Hahaha!”

Xiang Hong looked at him with a dangerous look. Yin Hui was shocked and hurriedly said into the phone, "I don't want to talk to you anymore; I'm hanging up, I'm hanging up!"

Yin Hui was worried that he would be the one to die if Lu Chen were to say anything that would anger Xiang Hong.

After hanging up the video call, Yin Hui looked at the time and realized it was already very late.

"You're not going to rest?" Yin Hui yawned. "You still have to film an advertisement tomorrow."

"You can go back first." Xiang Hong sat in front of the computer again.

Yin Hui thought Xiang Hong had to deal with some company matters remotely. After all, Xiang Hong was the boss of a company, and he had suddenly come to his variety show to be a trainee. His work must have piled up.

"What a workaholic." Yin Hui said in a low voice and then stretched his back. "Then I'll go first."

Although Yin Hui had just entered the team of entrepreneurial elites, he was not as hardworking as Xiang Hong. He really could not stand staying up all night.

After Yin Hui left, Xiang Hong's gaze fell to the computer.

He wasn't dealing with work matters but paying attention to the direction of public opinion on the internet.

Since he learned about Ding Shan's identity, Xiang Hong paid particular attention to the entertainment industry to understand Ding Shan's environment. He would find time to read posts and news about the entertainment industry daily.

At present, Xiang Hong's understanding of the entertainment circle could not be comparable to a senior fan. Still, he could at least be considered a trendy netizen who was familiar with all kinds of internet slang.

After understanding this circle, Xiang Hong also discovered that under the glamorous surface of this circle, there were some dirty and ugly things. There were also some 'Unspoken rules' similar to that of business.

This industry was also a market, and the market's dividends were like a cake. Entertainment companies and celebrities all wanted to get the most significant piece of the cake, so the competition in this industry was particularly fierce. A small change could easily cause a large-scale online battle.

The various celebrities and fans also evolved step by step in the battle and developed different unique tactics.

Tonight, Ding Shan's first public appearance after a long silence attracted the attention of the entire internet.

"The nation's daughter has made a high-profile return. She's both a talent show coach and a National producer. I'm looking forward to it!"

Ding Shan, who was already very popular, welcomed another peak in her career after the topic of the 'Mysterious fifth mentor.'

It topped the hot search list and occupied the topic square. The official Weibo post had exceeded 1.6 million reposts ...

Ding Shan's return had shaken the entire entertainment industry!

Such a terrifying amount of traffic and popularity would undoubtedly make many celebrities of the same age group and type as Ding Shan feel envious and scared.

People were selfish, and vanity in the entertainment industry was more likely to breed 'Jealousy.'

Those who were jealous of Ding Shan and afraid that Ding Shan would steal their cake of benefits would not let this night be too peaceful.

Chapter 297. A Marketing Expert

Ding Shan woke up from sleep and found out she was on the hot search again.

"Sister Shan! Do you know how many people are talking about you on the internet? That official report of you is on fire! I went through a few websites and saw art bloggers re-creating that poster overnight. You're now called the 'goddess of beauty' by people outside the industry!" Xiao Zhao had been holding it in for the whole night. When Ding Shan got up, she immediately rushed over excitedly.

Last night, Xiao Zhao was so excited that she couldn't sleep. She thought that something had gone wrong with the Festival team and that they had forgotten to promote Ding Shan. She called them, but they said they would make an official announcement later and even said it was some 'Marketing strategy.'

At that time, Xiao Zhao had thought that the Festival Group was patronizing her and almost wanted to scold them.

What marketing? Was there such a marketing method? The internet was now filled with discussions about the other four coaches. When the official announcement of Ding Shan was made, the audience would probably have no energy to pay attention to her!

However, Xiao Zhao had neglected the marketing level of the Festival Group and the energetic netizens.

In just one night, Ding Shan, who was originally not a topic of discussion, suddenly became a hot topic of debate on the internet.

Ding Shan's fans were shocked by the popularity. The number of followers on Ding Shan's Weibo's trending topic increased by more than 400000, quickly surpassing several A-list female celebrities in the same period.

"Alright, alright, I know. Xiao Zhao, you didn't sleep all night, did you? Look at the dark circles under your eyes, go and sleep for a while." Ding Shan took Xiao Zhao's phone and urged her to go back to sleep.

“Sister Shan, why aren’t you excited?” Seeing Ding Shan’s reaction, Xiao Zhao’s eyes widened. “First on the entertainment list’s hot search! You didn’t even spend a single cent!”

Other celebrities had to spend a lot of money to get to the top of the search list, but Ding Shan didn’t pay a single cent to get to the top. It was all because of the attention of the netizens that she got to the top.

Ding Shan almost laughed at Xiao Zhao’s words. “I’m happy you can save money for our studio.”

“How can it be enough to be happy? This is something worth setting off firecrackers to celebrate! Sister Shan, you should be excited!” Xiao Zhao was pushed back to the room by Ding Shan, and she turned to look at Ding Shan in surprise.

Ding Shan didn’t know how to explain it to Xiao Zhao.

If it were her in her past life, she would probably be very excited to see her popularity, right?

However, Ding Shan had died once, so her mentality was much more mature than her peers. Many things in the entertainment industry could no longer make her happy or sad easily. She currently maintained a normal heart and felt that it was good to have a stable mentality.

She had her plans and persistence in her heart, so she would not be easily affected by the outside world’s comments and heat.

After urging Xiao Zhao to bed, Ding Shan had a simple breakfast and wrote a reply to the official Weibo.

As soon as the Weibo post was sent out, the comments increased almost exponentially.

Ding Shan looked at the number of fans on her homepage. Good Lord, she had gained more than 1.7 million fans in one night!

The Festival Group’s operation seemed to have achieved a marketing effect that exceeded their expectations.

However, Ding Shan felt a little strange.

Although she was pretty popular, she was still just an ordinary celebrity. Only one of the five coaches came to participate in this show, but the Festival team had specially created a topic for them to talk about and gained so many fans for her. It was as if someone was helping her behind the scenes.

Could it be Yin Hui?

However, even if Yin Hui wanted to market this variety show, there was no need to spend so much effort to help her.

Ding Shan had also seen the Weibo post that a self-proclaimed internal staff member posted. That Weibo post was the turning point of all the events that night, pushing the audience’s curiosity to its peak. It was equivalent to attracting the popularity of the other four coaches, all of which were focused on her.

If all of this was not a coincidence, then someone behind the scenes was pushing the development of the event, and that person was too powerful.

Would there be such a marketing expert in the Festival Group who would do so many things to help her? Ding Shan didn't want to overthink things, so she muttered to herself, "It's probably just a coincidence,"

It just so happened that an internal member of the festival Group who had violated the rules posted a message that night, and that was all.

Ding Shan took a deep breath and decided not to think about these things.

She then scrolled through the official Weibo. After announcing the identities of the five mentors, Starlight entertainment released a short video about five minutes long in the morning, introducing the information of more than a hundred trainees.

Ding Shan opened the video. In the last ten seconds of the video, Mysterious X's poster popped up.

Chapter 298. A Scumbag?

The other trainees were introduced with their names, ages, companies, specialties, hobbies, additional information, and an individual poster in the trainee uniform.

On the other hand, Mysterious Person X only had a poster and no further information. Ding Shan could not help but look at the poster for a long time.

Ding Shan knew that the mysterious man's looks were superior to men, but she didn't expect him to be so photogenic.

Ding Shan, who had acted in so many movies, knew that although some people were beautiful in real life, they would lose much of their beauty in the original camera.

If a person looked good in the original camera, he would only look better in person.

Mysterious X's face was not afraid of the original camera, which was weak compared to a magnifying glass. In the photo, he was wearing a platinum trainee uniform. Many trainees wore the same uniform, so it wasn't easy to distinguish them. Therefore, to stand out, most trainees would do various actions to attract the audience's attention.

However, Mysterious Person X did not move or show any expression. He just stood there casually, and the photographer seemed to have taken a photo casually.

However, this photo was more stunning than any other photo that had been taken.

The man's sculpted face was clear and sharp, and his superior facial features were handsome with a hint of coldness and laziness. He didn't even look at the camera, only slightly revealing the side of his high nose bridge. It was only the side of his face, but he was so handsome that it made people lose their minds.

Ding Shan was also stunned for a few seconds. When she returned to her senses, the video had already finished playing. She paused for two seconds, dragged the progress bar back for a few seconds, and then paused the scene.

Looking at the photo of Mysterious Person X, Ding Shan felt a strange sense of familiarity.

This sense of familiarity was not because the two thoroughly understood each other after these few days of contact. It was more like they had met before and even had an intimate interaction.

Ding Shan rubbed her forehead.

Who was this man? Why did she have this feeling when she saw him?

Ding Shan thought of the address that Xu Yan had once told her. After hesitating, Ding Shan changed her clothes and went out.

Ding Shan wasn't sure if she would be able to see Mysterious Person X. This man seemed to have very high authority in the Festival Group. Even the staff members looked at him with respect and politeness.

The address that Xu Yan gave Ding Shan was the 5th floor. The 5th floor was connected to two buildings, with a corridor in the middle.

After she went upstairs, Ding Shan immediately regretted it.

What was she doing? She should have continued to pay attention to the trend on the internet or posted a few daily photos to interact with her fans, but she had come here to enjoy the cold wind because of a strange feeling that she suddenly had.

Ding Shan stood in the corridor, hesitating for a moment before preparing to go back.

Suddenly, a door not far away opened, and a tall blonde beauty walked out.

The blonde beauty stood at the door and talked to the person in the room for a while, then turned and left.

The moment the blonde turned around, Ding Shan saw a familiar face.

Mysterious X! It was him!

Ding Shan didn't know how she felt. She only felt that her mind was a mess.

What was the relationship between the beauty and Mysterious Person X? Ding Shan didn't want to make any suspicious guesses, but it was only eight o'clock, and a beautiful woman walked out of a man's room. It was hard not to make some suspicious guesses.

Judging from Mysterious Person X's temperament, his original identity might have been a rich second generation. After participating in this show, he might have felt that the training life was too dull. Ding Shan thought it was customary to find a beautiful woman to accompany him.

But Ding Shan thought of that night when Mysterious X smiled at her while dancing ...

Although Ding Shan's taste in men was terrible, her emotional intelligence was not zero. She could still feel the hint of ambiguity in that smile.

Oh my God, could it be that this Mysterious X was a scumbag? Ding Shan's mind was a mess. One moment, she felt that her guess might be wrong, and the next moment, she thought it was too easy for her to meet scumbags. In the future, she had to be more alert to all the men around her.

Ding Shan walked out of the elevator in a daze and overlooked Yin Hui, who was waiting for the elevator at the side.

When Yin Hui saw Ding Shan, he was stunned for a moment. He was about to greet her when Ding Shan walked past him without even looking at him.

The elevator was about to close, so Yin Hui had to go in first.

Yin Hui was a little confused, 'Why would Ding Shan be here?'

Chapter 299. Investigating The Surveillance Cameras

Could it be that she was here to look for Xiang Hong? Yin Hui jumped in shock. He was extremely shocked.

Had the two of them already developed to this stage? This was a talent show. As a mentor and a student, it wasn't perfect for the two of them to talk about love privately. Did he ask for his opinion?

"Xiang Hong! You've hidden it well, huh? You've managed to win over the great beauty Ding so quickly! Please, there are so many people here. What if someone takes a picture of you two meeting in private? A big star and a trainee. Oh my God, if the scandal between you spreads on the internet, I don't have to do this variety show anymore!"

As soon as he entered, Yin Hui shouted.

Xiang Hong's sharp eyes quickly turned to Yin Hui, and his tone was a little tense. "What did you say?"

"Why are you looking at me like that?" Yin Hui was frightened by Xiang Hong's gaze and immediately apologized without any backbone, "I'm sorry. I spoke a little too loudly just now. President Xiang, I don't mean to blame you. I hope you can keep a low profile here and not cause any trouble. Can I call you brother?"

"You just said that I met Ding Shan in private? What do you mean by that?" Xiang Hong impatiently asked the main point.

"I saw Ding Shan while waiting for the elevator, but she didn't see me. Didn't you two meet? There's nothing to be embarrassed about ..." Yin Hui muttered.

Xiang Hong had a bad premonition.

"Get me the surveillance footage of this building." Xiang Hong suddenly said.

Yin Hui was stunned for a moment. "Ah?" Seeing Xiang Hong's serious expression, Yin Hui did not ask any more questions. He took out his phone and called the staff.

After more than ten minutes, Xiang Hong looked at the image displayed on the surveillance camera.

The screen showed that Ding Shan arrived at the 5th floor at around eight o'clock. She took the elevator straight up and then took the elevator down after about six minutes.

In the middle of the six minutes, she walked to the corridor in the blind spot of the surveillance camera and seemed to have stood there for a long time.

"She's probably here to look for you. She came to this floor without any hesitation." Yin Hui was analyzing the situation at the side. Then, he was a little confused. "Then why did she leave after only a few minutes? Could it be that he was afraid of disturbing you?"

Xiang Hong already knew what was going on. He turned off the monitor and said, "I didn't tell her where I usually live,"

"Ah? If you didn't tell her, then who did? Very few people know that you live here. In any case, it's not me. I'm not the kind of person who would talk nonsense."

"That's not the most important thing." Xiang Hong frowned, looking a little anxious. "The most important thing is that Jesse had just come out of my room in the few minutes she was standing in the corridor. She's going to a singer's concert the day after tomorrow, so she came to say goodbye to me."

Yin Hui was stunned, but he reacted quickly. "So you're saying that Ding Shan saw Jesse walking out of your room early in the morning? Oh my God, what are you doing? Can't you say goodbye over the phone?"

Jesse grew up in Country R, so she's more ritualistic in this area. Plus, she was worried about my training after she left, so she came over to chat with me for a while. Xiang Hong sighed. "I can't blame anyone for this. It's just that ... I'm afraid that Ding Shan will have some misunderstandings about me."

Yin Hui rolled his eyes. "How can I not misunderstand? If I see a man coming out of my girlfriend's room early in the morning, I'll blow up the whole building immediately."

Xiang Hong looked at Yin Hui speechlessly. "Mind your words. Ding Shan and I have not reached that stage yet."

"That's just a matter of time. Anyway, that's the general meaning. What are you going to do now? Do you want to go to her and explain it to her?"

"I'll handle it." Xiang Hong lowered his head as if he was thinking about how to solve this problem. Then, he raised his head and looked at Yin Hui, "Oh right, why did you come to find me?"

"Oh, I almost forgot. This morning, a foreigner said he wanted to talk business with you. The staff sent him to my office. Also, this is an express delivery for you. The courier station's staff left it in my office." Yin Hui pointed at the package he had just placed on the coffee table, then said with some dissatisfaction, "I'm really impressed. I'm the great young master of the Yin family. Why am I acting like your servant?"

"I don't need such an insensible servant." Xiang Hong smiled.

When Yin Hui heard this, he was so angry that he almost jumped up. "Don't go overboard, okay? You're in my territory right now, be careful that I don't do anything to you!"

Chapter 300. Thank You

Just as the two were bickering, Xu Yan knocked on the door and entered. When he saw Xiang Hong, he said respectfully, "President Xiang, the contract is ready."

Xiang Hong nodded. Suddenly, he thought of something and stared at Xu Yan.

Being looked at by Xiang Hong like this, Xu Yan almost felt breathless. He thought: Could it be that there was something wrong with his work?

Xu Yan's expression was stiff. Just as he was about to open his mouth to ask, Xiang Hong asked with a flat tone, "You were the one who told Ding Shan that I'm here?"

Xu Yan was stunned for a moment, and then a guess appeared in his heart. Could it be that Ding Shan was here to look for the Boss? This was a good thing! But why did the Boss look so unhappy?

Xu Yan nodded. "Yes, I told Miss Ding that you were the one who sent her the drinks and desserts. She asked me where you usually stayed, so I told her the floor you were on."

Xiang Hong's expression showed no emotion. He continued to ask, "What else?"

"Oh, I've also given her your contact information. Will she add you soon?" A smile appeared on Xu Yan's face. Thinking that he had personally pushed the relationship between his Boss and Ding Shan forward, he had a strong sense of satisfaction and pride.

But very soon, Xu Yan discovered that Xiang Hong's expression seemed even more grave and stern.

What was going on? Could it be that Boss and Miss Ding fought?

"I have to thank you." Every word that Xiang Hong said was like ice. Xu Yan's heart went cold, and they immediately felt terrible.

"President Xiang, I ..."

"Alright, let's go to the meeting room first. I still have to shoot an advertisement in the afternoon."

Xiang Hong did not have the patience to listen to Xu Yan's repentance, but he did not intend to blame Xu Yan.

Xiang Hong was not a narrow-minded person, not to mention that Xu Yan did this out of good intentions.

What made him anxious was that after Ding Shan got his contact information, she still hadn't added him. What was the meaning of this? Was she not interested in him at all? Then why did she come to this building to look for him today?

Xiang Hong felt that a woman's mind was even more difficult to guess than her competitors' schemes. His decisive judgment seemed to have failed when it came to her.

As expected, the person who was moved first would inevitably fall into a passive situation.

Xiang Hong sighed. 'Forget it; I'll just take it slow.'

On the other hand, Ding Shan had returned to her bedroom. Zhenzhen had already arrived and was preparing to style her for the advertisement shoot in the afternoon.

Zhenzhen felt that Ding Shan seemed to be in a daze when applying eyeshadow on Ding Shan.

Ding Shan was indeed still thinking about the Mysterious man X. When she discovered that the Mysterious man X was probably a scumbag, Ding Shan was a little disappointed.

This disappointment was not only because she felt that she had misjudged him again, but also because ... She seemed to have developed a good impression of this strange man who had suddenly appeared.

Although that feeling was far from liking him, it was the first time Ding Shan had such feelings for a man.

Forget it. She didn't even know his identity. Why should she be bothered by his matters? Their relationship was only that of a mentor and a trainee.

Ding Shan had just decided not to think about the Mysterious X anymore when Xiao Zhao walked into the bedroom and said to Ding Shan excitedly, "Sister Shan, this Mysterious Person X is too handsome! There's practically no male celebrity in the entertainment industry who can compare to him. Sister Shan, didn't you come to this show because you wanted to unearth potential newcomers to our studio? This Mysterious Person X has such good qualities; do you want to take the initiative to talk to him?"

Xiao Zhao had been looking at Ding Shan's beautiful face all day and had long become immune to the beauty of ordinary humans. Her standard of beauty was also unusually high. At this moment, for Xiao Zhao to be so excited; it was clear that Mysterious X's appearance was outstanding.

Ding Shan sighed and slowly shook her head. "No, this person ... There's a small flaw in his character."

Xiao Zhao's eyes widened, and she tilted her head to look at Ding Shan curiously. "Really? But he's too handsome. If we can sign him, our studio won't have to worry about not having a brand name. Sister Shan, what's wrong with him? As long as it's not too serious, I don't think it's unforgivable for his face."

Ding Shan patted little Zhao's head speechlessly. "Look at what you're saying. Are you saying that your values follow your facial features? Anyway, I'm not interested in signing him now. By the way, why don't you sleep a little longer?"

"Aiya, I'm too excited to sleep. Sister Shan, you can continue with your makeup. I'll see if the fan club's management is looking for me."

Xiao Zhao took her phone and walked away. She only picked up her phone after she was far away.