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# Fyre Festival II

Kylie Mocarski, Kelsey Claesson, Colin Mulligan, Zach Miller, Emily Malone, Evan Badley

Through this semester, we have focused on reconstructing and re-launching Fyre Festival II. With an original festival that was a PR disaster, landed founders in jail, and became the pinnacle of 'what not to do when creating a music festival,' we knew we had our work cut out for us. Together we created a plan to relaunch the Fyre Festival II as a benefit festival, hoping to change perceptions of the brand and benefit a community that was not only hurt through the original festival process, but has also undergone a severely detrimental hurricane. In this presentation, we outline the specifics of our festival, the how, the why, and the manner in which we will launch it. We cover everything from room & board, sponsors, and our lineup to our public relations and marketing initiatives. A main focus of ours was creating a campaign that would remain transparent to the public and would help regain credibility lost through the demise of the original festival.

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# Fyre Festival II

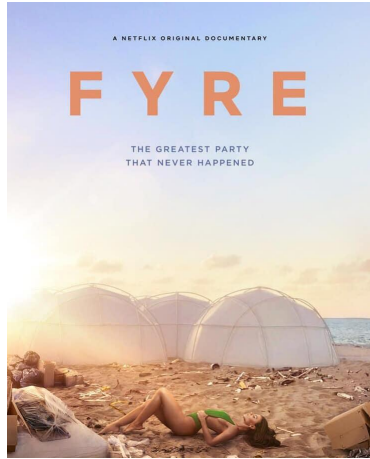
“THE GREATEST PARTY THAT WILL  
ACTUALLY HAPPEN THIS TIME”

Research and Development



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# What is Fyre Festival?

- Fraudulent Music Festival created by Billy McFarland, CEO of Fyre Media and rapper, Ja Rule in 2017.
- Set to take place on the Island of Exuma in the Bahamas.
- Created for promotion of Fyre's app which booked music artists for shows, parties, and festivals.
- Promoted by social media influencers/model, including Kendall Jenner and Bella Hadid.
- Fyre Festival did not properly plan the festival and encountered numerous problems with food, accommodation, security, artists bailing out, etc.
- Customers/attendees spent thousands of dollars for luxury villas and gourmet foods but ended up with cheese sandwiches and hurricane relief tents.
- McFarland was sentenced to 6 years in prison and ordered to forfeit 26 million dollars. Over 8 lawsuits were put against organizers and McFarland.
- Made popular by two documentaries on Netflix and Hulu.



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# Fyre Festival 2's Mission.



- All Profits will go to Hurricane Relief in the Bahamas.
  - Create an ultimate festival experience that will be reasonable to achieve.
  - Find a location that will be best suitable for customers & keep in mind sleeping arrangements. (5 day festival)
  - Produce a new documentary (mocking Netflix and Hulu) that will exhibit the festival's mission and show the start of festival to the end.
  - Mimic the first Fyre Festival campaign: Market the experience on all forms of social media , involve influencers.
  - Social Media will be our biggest platform in regards to marketing
    - The orange tiles on instagram have become an iconic representation of the Fyre Festival [widely known]
    - We will set a time and date for our sponsors/influencers to post the same orange tile with "11" on it to get people talking
  - Work with Influencers to expand our base and increase our reach & engagement
  - Utilize Instagram, Instagram Stories, YouTube, Twitter, and Facebook to promote the event, give "insider's scoop" in regards to the planning and fundraising
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# All the Details

Who: Target audience is 18-30 year olds.

- About 32 million people attend music festivals in the US every year, 46% are in the age range of 18-34.

When: January 9-13th 2020 - Winter Break for college students, perfect vacation time.

Where: Depart from Port Miami. Head towards island of Half Moon Cay in the Bahamas (Owned by Carnival)

Why: All ticket profits will go to hurricane relief in the Bahamas, create an ultimate festival experience

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7,536,075 views · Liked by justineskye  
kendalljenner So hyped to announce my G.O.O.D. Music Family as the first headliners for @fyrefestival. Get tix now at fyrefestival.com. VIP access for my followers... use my promo code KJONFYRE for the next 24 hours to get on the list for the artists and talent afterparty on Fyre Cay. #fyrefestival  
View all 30,414 comments  
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# Social Media & Marketing

- The Fyre Festival was officially launched when about 400 social media influencers posted a plain, orange tile to their Instagram
  - They only posted with a few associated hashtags and a tag, linking followers straight to the Fyre Festival page
- McFarland also shot a promotional video with some of the top models and influencers in the Bahamas to promote the event
- The festival was sold out almost immediately and was labelled as the most talked about event within hours
- The campaign successfully disrupted user's feeds and tapped into millennial's FOMO
- It promoted more than just another music festival--it promoted an *experience*

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# Brand Reconstruction



- Fyre Festival 1 was geared toward luxury for higher class young adults, instead Fyre Festival 2 will be for the benefit of the those affected by hurricane displacement and poverty in the Bahamas.
- The shift to a relief benefit event from a failed luxury experiment will attract more concert-goers and donations from outside sources.
- The overarching goal is to articulate to audience members that we intend to impact the Bahamas displaced communities with profits and not merely for our own commercial success.





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# Hurricane Dorian



- Most intense tropical cyclone to strike the Bahamas, and is regarded as the worst natural disaster in the country's history.
  - Highest wind speed: 183 MPH
  - Damage: \$8.28 Billion USD.
  - Category 5 Hurricane
  - The United Nations estimates that 76,000 people in Grand Bahama and the Abaco islands have been left homeless by the hurricane and are in need of help.
  - More than 1,000 people missing, 2,000+ need lifesaving assistance. Death toll: 53 and rising.
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# Bahamas Aftermath



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# Room & Board



- Three Carnival cruise ships
- Our aim is to attract over 15,000 people for the event.
- Housing will be provided aboard two cruise liners with further special events each night.
- Tickets will start at \$600-1200 depending on your selected suite. This will include all expenses paid for housing, food, and unlimited access to the festival



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# Live Broadcast



- For those that can not attend the event, we will feature online streaming access on our website to view all the festival concerts for \$75
- The broadcast is intended to reach audiences in North America, South America, as well as the U.K.
- Coverage for the broadcast will also be available on the cruise liners and private yachts for guests within their cabins



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# Lineup

- Big shows will be on land, cruise ships dock at Carnival Island
- Attendants will be limited to their cruise ships lineup but tune in for the other acts via Live Broadcast.

Post Malone

Billie Eilish

Blink 182

Maroon 5

Ed Sheeran

Eminem

Justin Bieber

Khalid

Travis Scott

Lizzo

Plain White T's

Red Hot Chili Peppers

Rihanna

Justin Timberlake

Drake

Jonas Brothers

Kanye West

Beyonce & Jay Z

Coldplay

Kings of Leon

Elton John

Britney Spears

John Mayer

Imagine Dragons

\* New independent artists looking for exposure will apply for bids to act as opening bands

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# Sponsorship

Poland Spring

Dasani

Coca-Cola

Budweiser

Bud Lite

White Claw

Red Cross

Natural Disaster Relief Foundation

Carnival

American Airlines

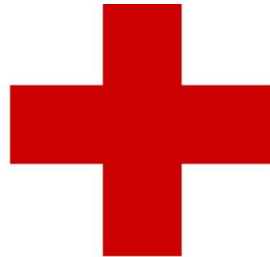
United Airlines

Apple

Google



*Coca-Cola*





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# Public Relations & Media Coverage

## Press Releases

- Send out Press Releases to major publications to pick up the event

## Pitch Letters

- Send out pitch letters to a variety of sources - journalists, bloggers, media outlets - to gain coverage and get some feature stories written about the festival's comeback
- Partner with a large publication to follow the story through from beginning to end and keep the public "in the know" about the festival's progress

## Media Placement

- Radio, Podcasts, News Channels, Talk Shows, YouTube, Social Media
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# Marketing

- Email Marketing
  - From our own mailing list as well as from the ticket company
- Giveaways/Promotions/Contests
  - Free promotion from consumers
  - Giveaway free tickets/free or discounted room/free drinks/etc
- Artists promoting the festival on their own socials
  - Fans follow them for a reason
- Partner with other brands
  - A mutually beneficial relationship
  - The brand gets more business and sell more products and it makes these consumers want to attend the festival







# Marketing Campaigns

## ‘Light The Fyre’ Campaign:

Those who will not be in attendance can still contribute to the relief efforts.

Every like on our Instagram post will contribute 1\$ in donations to our relief fund separate from the concerts earnings.

Every use of the #LightTheFyre hashtag will contribute .50 cents towards the relief fund.



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# Damage Control & Our Approach

- Fyre Festival: The Scam of the Decade
- Many are obviously going to be wary about a Fyre Festival revival, given the circumstances
- We will:
  - Reach out to influencers and sponsors to go over our pitch and plan in detail and attempt to address any concerns
  - Promote the event as a relief festival--all proceeds will be going to Hurricane Relief in the Bahamas
  - Obtain appearances/interviews on news/talk shows to promote the event as a positive
  - Deliver a detailed and transparent account of the festival-including location, sponsors, and available accommodations
  - Remain present in ongoing promotions and customer service for festival





# Journalistic Elements

- To regain credibility, we will have reporters on hand to cover all of the events leading up to the festival.
  - We will show the audience the step by step process of the preparation that is being done.
  - Stages being set up, crew members working, vendors arriving, etc.
  - This will be documented through Instagram stories.
  - We will bring in celebrity promoters that will document and share the process of the festival being prepared to prove that the festival will actually happen this time!
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# Journalistic Elements (cont'd)



- Humanitarian Angle
- Share stories about the Bahamas:
  - How money from the festival will help people affected by the hurricane.
  - Specific stories of individuals that will be shared in a video format on social media.
  - Quick, simple stories that are easy to follow along with, but are touching.
  - Humans of New York





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# Social Media

- Social Media Ads
- Social Media Influencers
- Fully utilizing Social Media's abilities
  - Facebook Page
    - For those that have bought tickets to join
    - We can hype them up and post updates within the group
    - Gives them a new way to engage with each other
  - Instagram Stories
    - Aside from normal functions, utilize the questions and voting functions to interact with follows and engage them in the planning of the event





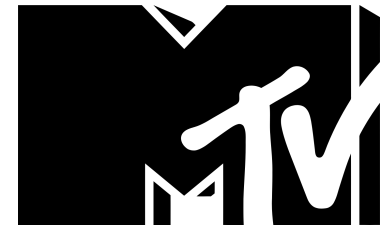
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# Promotion

- Press releases in music magazine ads (Rolling Stone, Variety, Complex)
- Social Media Ads (Instagram, Facebook, Twitter)
- Commercials (MTV, VH1, Vice, Comedy Central)
- YouTube TV Vlog with Artists and Founders
- Interviews with island residents on how the money will help the Bahamas
- Current events on artists
- Vlog with setup of the festival while being a month out.
- Journalism series with the festival - restore trust



**VICE**



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# Target Goal

Donation Goal: \$5-7 million

Festival Proceeds: \$10-15 million

- Concert proceeds will directly go to food, temporary housing, and environmental care to the Bahamas
- Fyre Festival II is intended to not only offer a once in a lifetime concert experience but contribute to relief damage reconstruction.

