

FYRE FEST

BEFORE THE MOVIE

READ:

FYRE FESTIVAL INFLUENCER MARKETING—THE SURPRISING THING FYRE FESTIVAL TAUGHT US ABOUT INFLUENCER MARKETING

1. What is influencer marketing?
2. What made the fyre festival promotion work so well?

What you should know

- The collapse of the Fyre Festival is a great example of how if you do not have your Marketing Mix thought through and well balanced you will have a failed venture.
- For Fyre fest they had an Amazing Promotional Mix, and great Pricing that people were willing to pay
- Their Product was a concept only and did not exist. Their Place was not well developed.

How to watch

- Free on Peacocktv.com. No need to sign in or create an account. Click on link below.
- American Greed: Season 13, Ep 2 The Fyre Festival (43 minutes)

During The Movie

3. What is the name of the Fyre Fest event organizer and the central entrepreneur of this documentary?
4. Who was the iconic rapper that co-founded Fyre Festival?
5. Where was the Fyre Music Festival to be held?
6. Why was the festival forced off the original island?
7. What major corporation was also an early investor but later pulled out of the deal?
8. List 3 fraudulent activities conducted by the promoter

FYRE FEST (Answers)

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FYRE FESTIVAL INFLUENCER MARKETING—THE SURPRISING THING FYRE FESTIVAL TAUGHT US ABOUT INFLUENCER MARKETING

1. What is influencer marketing?

Social media marketing using individuals (the influencers) to endorse a product or service. Typically they are paid for their endorsement due to their large following and viewed

2. What made the fyre festival promotion work so well?

Very well coordinated influencer promotional event that created a lot of hype, attention getting video, built around a brand of exclusivity and luxury that anyone could access.

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During The Movie

3. What is the name of the Fyre Fest event organizer and the central entrepreneur of this documentary?

Billy McFarland

4. Who was the iconic rapper that co-founded Fyre Festival?

Ja Rule

5. Where was the Fyre Music Festival to be held?

Bahamas

6. Why was the festival forced off the original island?

Used Pablo Escobar's name in the promotional video, didn't have approval of local government to host the event

7. What major corporation was also an early investor but later pulled out of the deal?

Comcast Ventures

8. List 3 fraudulent activities conducted by the promoter

Selling a product that didn't exist

Not paying the event workers

Not paying back investors

Deleting negative social media comments

Faking financial statements to bring in investors