**Fyre Festival**

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The documentary on Fyre Festival released on Netflix as Fyre: The Greatest Party That Never Happened is based on the music festival in the Bahamas in 2017 which was everything but what its organizers promised. (Fiero, 2018) This film starts by focusing on the marketing that was done for the festival. Several high-end models with millions of followers on Instagram were hired for creating a PR image of luxury and extraordinary opulence. Heavily priced tickets looked trustworthy when Hailey Baldwin, Kendall Jenner and Bella Hadid marketed them. The film loops the viewers in through these interviews but then throwing in clips and stories from social media depicting the horror story of what actually went down at the festival. (Taylor, 2018) Sub-standard food, tents in the place of luxury bungalows and severe lapses in issues as basic as security and water supply turned it into a scandal the size of a Freudian phenomenon. The film ends by serving a nod to the workers and local employees who were left exploited and fooled by the corporate team at Fyre Festival.

The documentary does not pan on a select few characters in order to explain the fiasco that was the Fyre Festival. However, it very skillfully depicts the hollowness of PR unless it is followed by actual work. The charisma of the CEO and the models he hired was a PR stunt to be remembered. Claims of the festival being the cultural gathering of the decade were also PR stunts. Getting Instagram influencers to spread marketing but not doing anything tangible to back up marketing claims has been clearly unfurled in the documentary. Therefore, the film fulfills the purpose of sending a message across. I liked the movie a lot since it gave me brand new insight into the depths of a corporate whose employees were bent on getting posted and tagged by a certain model but did not care about doing corporate fraud in broad daylight. I learned how certain organizations can have an unhealthy dependence on meaningless PR and that is why I found this film impressive.

# References

Fiero, J. D. (2018). Music Festival Insolvencies: What Happens When the Music Stops? *American Bankruptcy Institute Journal*, 48-82.

Taylor, K. (2018). 'On-demanding’: 12 social media trends that are opening up new opportunities for advertisers. *Journal of Digital & Social Media Marketing*, 28-34.