

1.2 SWOT analysis of the event

- **Strengths**

Future Sound Asia as the organizer is one of the biggest strength of Good Vibes Festival. Known as Malaysia's leading music experience company which started in 2001, they have organized numbers of successful high-scale event. With an experienced team, they are dedicated to create the best event production according to their specified target audience. Strong and notable organizer is crucial in ensuring the event's success.

Moreover, the concept of Good Vibes Festival as an event is relevant and matched all the criteria that suits to current flavour and taste. As people's interest are moving towards hip, urban and cool festivals, the concept of Good Vibes Festival is one the strength they have acquire.

As a new event, Good Vibes Festival is fresh, up-to-date, hip and able to create curiosity and interests of a wide range of audiences; from young adults to adolescence.

Good Vibes Festival's Line up consisting of notable international and local bands and artists that are available across the popular music streaming platform and social media.

As a music event, Good Vibes Festival enjoys attention from individuals of diverse race, culture and background. The event can gather everyone in one big party.

- **Weaknesses**

Good Vibes Festival lacks of interesting content that are able to create interests for audience and increase engagement between organizer and audiences in their social media platform. They also have low activities and engagement on social media platform prior to the event. Facebook and Instagram only used as image gallery of the previous year event.

Good Vibes Festival unable to utilize the music streaming platform. Most of people listens music online, Good Vibes Festival should utilize the growing popularity of music streaming services like Spotify and Deezer to increase awareness about the event by creating official Spotify Account for Good Vibes Festival and sharing Playlist of the Artist and Bands from the Line Up in Facebook and Twitter.

Good Vibes Festival did not use Instagram to create effective audience engagement. They should create content that are more appealing to the target audiences like for example posting an Instavideo of Line Up artist shout out about the event or even popular Instagrammers giving shout out for Good Vibes Festival.

Moreover, other music festivals usually held on the weekend, Good Vibes Festival however will be held on Friday. This can affect the numbers of people who will be able to attend the event. Good Vibes Festival unable to discovers and apply new digital marketing (e.g: Augmented Reality, Location-Based Marketing) in their E-Marketing Campaign