

The Analysis of the Impact of "Concert Craze" on Urban Development from the Perspective of Event Marketing

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Abstract: With the lifting of epidemic prevention policies in 2022, cultural and recreational activities have recovered. The large-scale concerts are held one after another. In daily life, there is a phenomenon showing that a certain city receives widespread attention on social media because a concert, or the arrival of a singer in a certain city triggers star-chasing among local fans. The economic value of these singers is so high that they can attract a large number of consumers in a short period. So, as a concert venue, promoting local culture and tourist attractions during the concert can not only revitalize the local tourism economy but also increase the popularity of the city itself. How to properly and successfully utilize these hot events. How should the local government and media publicize correctly? In this context, event marketing is an effective concert marketing solution. Event marketing is based on highly popular events and takes advantage of the high efficiency of news to achieve the purpose of viral marketing.

Keywords: event marketing, urban development, SWOT analysis

1. Introduction

Among the various current business models, the popularity of the concert business model has allowed countless cities and companies to see new business opportunities. With proper planning and social media promotion, great financial benefits can be achieved. This article will use case analysis and SWOT analysis to explain how the government or enterprises should seize the concert boom and arrange a series of activities to achieve the economic goal.

This article will first explain the concept of event marketing and the classification of event marketing. The high popularity of the concert is linked to the development of the city where the concert is held, focusing on analyzing how the city uses the "high popularity of the concert" to promote itself. Combined with the impact of specific concert cases on urban development. It also uses SWOT analysis method to analyze some of the positive and negative impacts of the popularity of concerts on urban development and summarizes how local governments should seize the opportunities of the "concert boom" and inject new vitality into the local market [1].

2. Event Marketing Research

Among many marketing methods, event marketing is a very unique and novel marketing method. It uses emergencies, hot topics, special events, etc., and then carefully plans and organizes it to attract media and public attention and enhance the brand. A marketing method that increases visibility and sales.

How should "event" be defined in event marketing? Quoting marketing guru Philip Kotler's description: Define "event" as an event designed and utilized by an enterprise to disseminate specific information to target customers. [1] The essence of event marketing is to associate corporate brands with events so that consumers can recognize and favor the brand during events, thereby increasing the brand's influence and sales performance. Event marketing can attract widespread attention from consumers and media because the event itself is new and topical.[2] For example, the "Luckin Coffee and Maotai-flavour liquor" co-branded coffee that exploded in mainland China in August used the well-known "Maotai liquor" as a publicity gimmick, and used Xiaohongshu and Weibo social media for viral marketing. This attracts a large number of consumers to try the product. This highly diffused marketing method can gain extremely high attention and product popularity for companies and products, thereby stimulating consumers to rush to buy.

Event marketing takes various forms, including press conferences, exhibitions, forums, charity activities, etc. Enterprises can choose appropriate event marketing methods based on their characteristics and market needs to achieve the best marketing results.

There are generally two categories of event marketing: momentum marketing and momentum marketing. The so-called momentum marketing is that companies or local governments carry out marketing by creating "events" [2]. For example, in December 2023, the Harbin Municipal Government welcomed southern tourists to Harbin, and the official media took the lead in promoting the "Harbin Ice and Snow World" and Harbin scenic spots, attracting A large number of tourists from other places come to watch the "snow"; and leveraging marketing is to use existing events to carry out event marketing, and use some hot events or celebrity effects for marketing and promotion [3]. The focus of this article is to study how cities can take advantage of the "concert craze" to carry out event marketing to attract consumers' attention, thereby enhancing city visibility and other urban development goals.

What is the concept of "concert fever"? First of all, this paper needs to define a concert: A concert refers to a live performance in front of an audience, usually focusing on musical performances. It is usually held in large or small stadiums in the city. Generally speaking, the holding of large-scale concerts will have a certain impact on urban development. For example, Eason Chan's "Fear and Dream" Hong Kong Concert in 2022 will be based on the star's strength, popularity, geographical location of the concert, and multiple concerts in a short period. and other publicity spots, attracting a large number of local Hong Kong fans and mainland fans. It has brought passenger flow and consumption to Hong Kong, which has just resumed customs clearance with the mainland. Concerts with such high attention usually show several obvious characteristics: high ticket sales, efficient ticket sell-out speed, and high discussion on social media. At the same time, the popularity of popular concerts will also drive the development of various related industries, such as catering, tourism, accommodation, etc. These performances are all specific manifestations of the "concert fever" exhibited by highly popular concerts. "Concert fever" can be regarded as an economic phenomenon. Popular concerts can receive extensive media attention. Due to the commercial value of the concert artists and the advertising revenue of the concert sponsors, this can become the focus of concert promotion. After further fermentation by the media, it eventually became a hot topic [4]. With the "event fermentation" and "publicity media", many successful concerts are hard to sell out. At the

same time, a large number of "fans" visit the city where the concert is located, which also greatly promotes local economic development.

3. The Impact on Urban Development

This paper will use SWOT analysis to analyze the impact of concerts on urban development. Urban development refers to the status and role of a city in a region or its urban attractiveness and the growth process of urban radiation. For example, in terms of economic development: including the economic growth brought about by the development of various fields such as industry, commerce, finance, and service industries, a better economic situation will bring employment opportunities, wealth creation, and improvement of living standards, and develop the city into a Prosperous and attractive area [5]. Or infrastructure construction, including roads, bridges, water supply, power supply, sewage treatment and other facilities. Urban infrastructure construction must meet the needs of people's daily life and economic activities, and provide convenient, efficient, and reliable services. These related factors are all specific manifestations of urban development. Why do concerts have an impact on urban development? Generally speaking, the concerts of ordinary singers will not have a great impact on a large city. Whether a successful concert will affect the level of urban development depends on the status of the singer at the concert, the number of fans, and the attention and publicity of the advertising media [6]. Here this paper will use (Jay Chou's "Taiyuan Station" concert as a case study). First of all, as a famous singer in the Chinese music scene, Jay Chou's number of fans and the popularity of his songs are very high. According to Google Encyclopedia's introduction to the singer: "On March 28, 2023, the International Federation of the Phonographic Industry announced the "Global Top Ten Album Sales List" for 2022. Jay Chou ranked first in the world with his fifteenth album "The Greatest Work". It is also the first Chinese-language album to enter the top ten in the history of the list." This proves the popularity of the singer in China and even around the world. At the same time, due to the singer's star effect, a large number of out-of-town fans will come to the city where the concert is held, which will surely drive the development of surrounding industries in the city [7]. Analyzing from the perspective of regional advantages: As a capital city in central China, Taiyuan City is quite developed in terms of infrastructure and entertainment industry in the province. This is an advantage over other cities: having convenient transportation facilities will increase the convenience of foreign fans visiting Taiyuan, thereby increasing their favorability of the city, which will increase consumption levels to a certain extent and drive the development of related industries, such as hotels, catering, transportation, etc. At the same time, Taiyuan is a tourist city with many classics distributed in the city. The holding of large-scale concerts can attract a large number of audiences, bring a unique concert atmosphere and attraction to the city, and increase the exposure of tourist attractions in and around the city.

Analyzing from an opportunity perspective, the city's successful marketing can increase the popularity and exposure of the concert and even the city, attracting more audiences and investors. As the provincial capital, Taiyuan is less well-known than other provincial capitals. The success of this concert has also increased the popularity of Taiyuan, the provincial capital. This marketing model can not only promote concert box office and sponsorship revenue but also enhance the city's image and popularity. As part of the city's cultural activities, popular concerts can showcase the city's cultural heritage and vitality and enhance the city's brand image. Government media agencies usually provide planning, publicity and promotion support for concerts, which helps to improve the quality and influence of the concerts. Through media and government propaganda, cities can attract more tourists, investment and talent, and promote the city's economic development and social progress [8].

These are the positive correlations between a city's successful marketing and its concerts, but there are admittedly some obstacles. For example, from a threat perspective, excessive event marketing and network fermentation will pose a great threat to urban infrastructure and security management.

Here this paper takes (Xi'an TFboys 10th Anniversary Concert as a case study). Due to the extremely high popularity of the concert and the crazy hype on social media during the concert, a large number of fans poured into Xi'an during the concert. Such large-scale gatherings require strict safety management. Although the Xi'an Municipal Government has implemented traffic restrictions and other similar measures, serious traffic congestion still occurred during the period [8]. And because a large number of fans gathered outside the concert venue, a lot of controversies arose. The concert was even trending on Weibo because "complaint letters" were written about it, forming a negative example. As for the concert itself: excessive marketing may also lead to the risk of negative public opinion; as for urban development, any city has environmental capacity limits, and large-scale gatherings may exceed the city's environmental carrying capacity. These factors must be taken into consideration.

4. Conclusion

To sum up, high-profile concerts will indeed bring positive effects to urban development, but if they are over-marketed or insufficiently prepared, they will have a negative effect. Quoting Seema Gupta's point of view in discussing event marketing issues and countermeasures: Establishing clear marketing goals is the first step for enterprises to implement event marketing. Successful event marketing requires a careful selection of events. Enterprises or entities planning to carry out marketing must have a set of event selection criteria. Factors such as the moral character of the concert artist, the match between the concert and the city's image, and the estimated box office of the concert will be the city's key focus in marketing for holding concerts. Never blindly promote event marketing without sufficient theoretical research.

SWOT analysis is used in this paper to analyze the impact of concerts on urban development. It can be clearly seen that large-scale concerts can bring positive or negative impacts on urban development. How to make good use of the high popularity of the concert event is also a factor that local governments can consider. In terms of research, this paper uses SWOT analysis to conduct case studies, comprehensively analyzes real social events, including internal and external environments, and accurately finds out the advantages and disadvantages of event marketing in concerts, as well as possible external threats and opportunities. This kind of analysis allows for the formulation of more targeted development strategies.

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