

by Oana Andreescu

Beach, please

The good, the bad, the complicated.

Online conversation around the
biggeest hip-hop festival in the world.

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Global festival, local crises

The self-proclaimed biggest hip-hop festival in the world, Beach, please was held in Romania, 10–14th July, near Costinesti, a seaside resort formerly known as the favorite of the young generation. The festival was organized by Global Records (the biggest record label in Romania) in collaboration with Selly, the biggest YouTuber in Romania, and boasted a staggering 100,000 in attendance.

Beach, please festival faced multiple controversies, including inflated food prices, unexpected incidents, and criticism over working conditions for police officers. It did launch a drug prevention campaign in collaboration with the Ministry of Internal Affairs and the National Anti-Drug Agency, aiming to address drug dangers among young people, but the controversies around on-stage weed use overshadowed those efforts.

Several controversies involving the artists also arose



Wiz Khalifa and the illegal joint

Wiz Khalifa was arrested for smoking marijuana on stage at the Beach Please! festival, sparking significant controversy and legal discussions about drug consumption in Romania.

Selly, co-organizer of the Beach Please! festival faced significant criticism and potential legal consequences.

After his release, the artist said would be back “without a big a** joint”.

There is a context to the entire controversy: last year a 20 year old killed 2 young adults in a car crash while on drugs. That event happened in a seaside resort not far from Costinesti. The Romanian Parliament was discussing a new law on driving while under the influence.



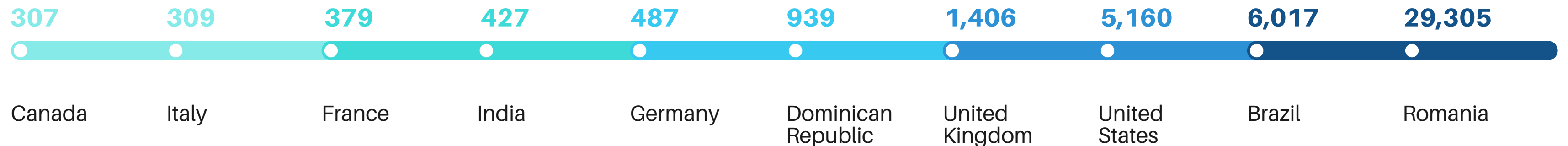
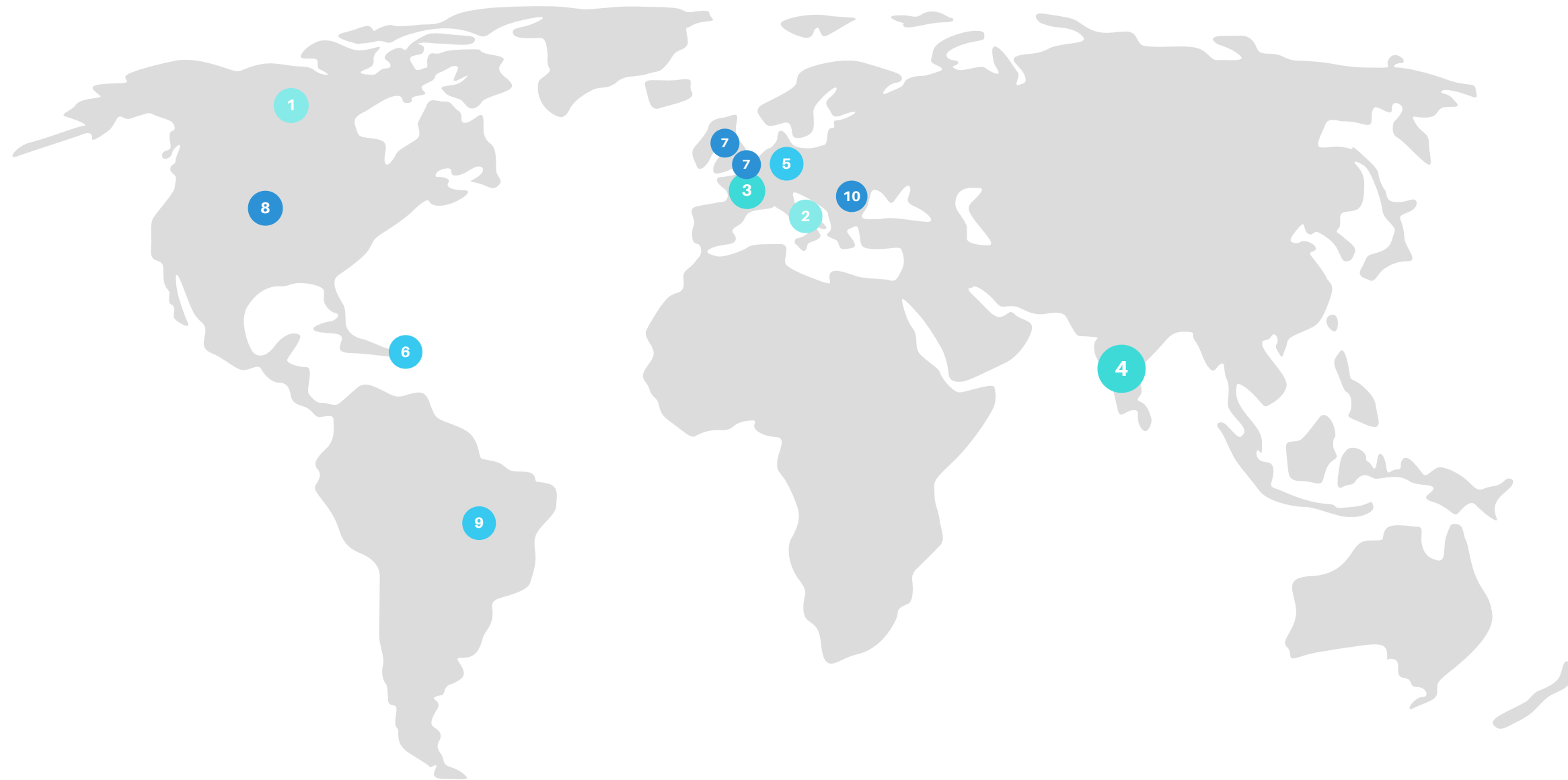
French Montana and his friend, Andrew Tate

French Montana's decision to bring controversial influencer Andrew Tate on stage at the festival caused a stir and backlash, given Tate's legal troubles - the Tate brothers spent 3 months in prison under the accusation of human trafficking, Supposedly they recruited young girls using the Loverboy method. in Romania.

Romania is one of the top European countries facing human trafficking issues and Andrew Tate is seen as a bad influence on youngsters due to his strong remarks around women, being heavily criticized by organizations advocating against domestic violence.

Beach, please, mentioned in 172 countries around the globe

Top 10 Countries by online mentions



Beach, please

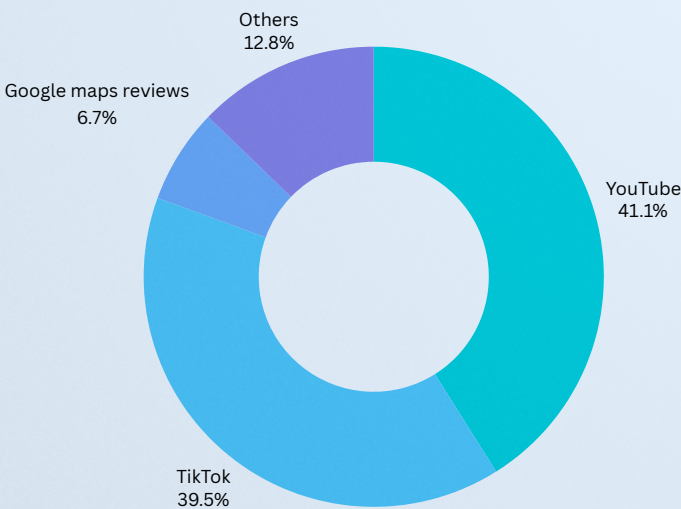
local vs. global

 **29,305 mentions**
(38% of all mentions)

Romania: mixed feelings, marred by crisis. Selly, the frontman, takes the heat.

12.7% related to crisis terms, with Selly mentioned 9X more than Global Records. the record label that helped organize the festival.

- There is a general disappointment with the crowd's energy and behavior at the festival, with many attendees criticizing the lack of enthusiasm and respect for the artists.
- Attendees express mixed feelings about the music and performances, with some enjoying the artists while others are disappointed by the lack of quality and authenticity.
- Concerns about safety, organization, and the overall festival experience are prevalent, including issues with overcrowding, drug use, and poor event management.
- Despite the criticisms, there is still excitement and anticipation for the festival, with some attendees looking forward to the performances and the festival atmosphere.
- The festival brings a mix of emotions, from nostalgia and enjoyment to frustration and disappointment, reflecting a complex sentiment among the attendees.



	Name	Interests	Engagement ↓	Subscribers	Mentions
	Beach, Please! Fes	hip hop music	20,577,851	1,200,000	612
	selly	—	2,093,376	1,800,000	17
	Global Records	—	1,365,191	514,200	66
	Diana Oprisan	—	925,099	171,500	86
	Dizo	—	615,202	167,400	31

 **6.017 mentions**
(7.8% of all mentions)

Brazil: Anitta, a brazilian performer at the festival, triggered 58% of all mentions. Most of the mentions come from Twitter on the day of the performance, July 13th.

15 mentions are related to Wiz Khalifa’s arrest or Andrew Tate being invited on stage by a French Montana.

 **5,160 mentions**
(6.7% of all mentions)

11.8% of mentions are related to Wiz Khalifa’s arrest or Andrew Tate being invited on stage by a French Montana.

 **1,406 mentions**
(1.8% of all mentions)

11.8% of mentions are related to Wiz Khalifa’s arrest or Andrew Tate being invited on stage by a French Montana.

 **939 mentions**
(1.2% of all mentions)

Almost all mentions are related to the performer 6ix9ine who took the chance to also launch his own crypto coing

Artists

Top mentioned artists

- 1 Anitta**
10,582 mentions
- 2 Wiz Khalifa**
4,783 mentions
- 3 6ix9ine**
4,179 mentions
- 4 Yeat**
1,161 mentions
- 5 French Montana**
1,393 mentions

- 6 Don Toliver**
573 mentions
- 7 5gang**
608 mentions
- 8 Rick Ross**
498 mentions
- 9 Ice Spice**
438 mentions
- 10 Lil Pump**
322 mentions

- 11 NLE Choppa**
299 mentions
- 12 Gucci Mane**
263 mentions
- 13 Trippie Redd**
233 mentions
- 14 Chief Keef**
208 mentions
- 15 City Morgue**
70 mentions

 **Andrew Tate** 1,795 mentions

Learnings/Opportunities

Reviews don't lie - improve conditions

Focus on improving conditions, among the most criticized: traffic, continuous rescheduling of artists, and drug-related concerns expressed by parents and mainstream media. These topics are mostly localized to Romania, there is a need to communicate on how these will improve.

Address parent concerns

Even if the core target is youngsters, the buying power still lies with the parents. Find a way to address Romanian parents' concerns without giving up on the festival's positioning.

Selly's brand, used and abused

Selly was the frontman and spokesperson of the festival, even if Global Records was the sole legal responsible for the festival as reported on the festival's website. He took on both the hits and the fame associated with the festival.

If the Selly brand gets tarnished in the coming years, Global Record could easily replace the local influencer as the festival gets more international reach.

Global targeting: how and where

There's a great opportunity to turn *Beach, please* into an international festival and leverage artists from different markets to do so. For example, Anitta from Brazil, triggered most of the online buzz in Brazil.

Methodology

To conduct the social listening report focused on the "Beach, Please!" Festival crisis in Romania, I employed YouScan, a social media monitoring tool, to capture and analyze relevant online conversations.

The primary Boolean query used to identify general mentions of the festival included keywords and variations such as "Beach, please," "beachplease," "Beach, Please! Festival," "bilete.beach-please.ro," "@Beach, Please! Festival," and #BeachPlease. This ensured a comprehensive collection of discussions related to the event.

For capturing crisis-related mentions, a refined query was applied: (Wiz OR Tate OR scandal OR Montana OR Khalifa OR droguri OR manele). This targeted specific keywords associated with the crisis, focusing on issues such as drug use, scandals, and named personalities potentially involved.

Data was collected from various social media platforms, news websites, and other online forums, enabling a thorough analysis of the crisis impact and public sentiment surrounding the "Beach, Please!" Festival.

QUESTIONS, COMMENTS?

Reach out.

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