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Flash mobs 'Don' a corporate hue

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The flash mob phenomenon is rearing its head in unexpected locations, taking people by surprise – a recent example is the flash mob promotion done for the movie 'Don 2'.

If the flash mob at Mumbai's Chhatrapati Shivaji railway station were branded, it would have got a lucky brand 2 million views. As a wave of flash mobs inundates the Indian cyber space, there are very few that really translated the energy from on ground to online. With 0.5 million views, Microsoft Windows 'Don 2' video has gone viral, topping

the corporate flash mob list in recent times. Twitter world buzzed as the cast of 'Don 2' tweeted about the video.



Ambika Sharma, Managing Director & CEO, Pulp Strategy Communications, the company that had organised the 'Don 2' activity, elaborated, "The flash mob was planned as a buzz creation module in the overall launch of 'Meet The Don 2: Mission Berlin' contest by Microsoft, which is being widely advertised on TV, digital, on-ground and at retail points across the country."

She further said, "We felt with the Mission Berlin contest, where Bollywood and technology joined hands, was a strong enabler of the buzz, as is evident in the fact that the video has seen thousands of shares on Facebook and over 54,000 views on YouTube in a week since its presence online."

In fact, flash mobs are often recognised globally as a specialised form of a smart mob, a group that behaves intelligently or efficiently because of its exponentially increasing network links. These growing technologies include the Internet, computer-mediated communication and wireless devices like mobile phones and personal digital devices.

Pulp Strategy Communications undertook the Microsoft Windows Don 2 flash mob activity at Ambience Mall in Gurgaon, Haryana. The viral video has already generated over 53,000 views in four days since it went online.

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The Flash Mob was created as part of the "Meet The Don2: Mission Berlin" by Microsoft India. To enter the contest, one simply needs to walk into any of the retail outlets between 1st December 2011 to 7th Jan 2012, buy any one of the MSFT products -Windows PC, Windows Phone, Office and Xbox and then login to www.MissionBerlin.in, to answer 5 simple questions on Microsoft products and write a catchy slogan. Shortlisted participants will be asked to submit the copy of the invoices. In all, The Meet the Don2: Mission Berlin contest has three exciting stages and winners take it all!

The brand was surely highlighted with impact. Ambika pointed out, "The module came alive against the backdrop of the Microsoft DON2 stall in the central atrium of the mall. The mall activation itself which was over 2 weekends each in Delhi, Mumbai and Bengaluru, was a part of The Microsoft Mission Berlin contest, which is being widely advertised on TV, digital, on-ground and at retail points across the country. The Flash Mob had a part to play in the over all larger and well integrated plan for The Microsoft Mission Berlin contest."

On the creative process involved here, Ambika said, "When planning the module it was a balance of visual appeal, clutter breaking entry and keeping alive the element of surprise."

How did the 'surprise' factor actually work in this activity? "While on ground the module was a surprise to the consumers as a group of goons picked up a heated argument with some "mall goers" demanding "kahan hai don" we saw astonished reactions, and bewildered faces as the inquisitive crowd gathered," was Ambika's reaction. The module seamlessly merged as the music resonated through the atrium. The video captures the strong reactions in the beginning itself.

She concluded, "We are delighted by the Viral, the energy on ground translated well online, which was a key factor. Speed was of essence in order to ensure this."

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