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## Flash mob: a new marketing tool?

Kusum Kanojia

SUDDEN ACT:Flash mobs are being used as a tool for promotion

**Big corporates and production houses have found a new publicity tool in flash mob s – the sudden dance or act by a group of people at bustling public places like railway stations, markets or shopping malls.**



A recent show was organised for the publicity of film Don 2 and TV show Dance India Dance.

An old concept abroad for the purpose of entertainment, satire or artistic expression, flash mobs kicked off in

India when 23-year-old Shonan Kothari led a huge crowd to dance to the tunes of Rang de Basanti at Chhatrapati Shivaji Terminus (CST) railway station in Mumbai. It got thousands of views on Youtube later on.

After the grand success of that show, several flash mobs have been organised by several NGOs, groups and organisations in various cities, including the national capital, to send across messages. A few days back, a group danced at the Sarojini Nagar market to the tune of Sadda Haq to send a message against sexual harassment and female foeticide.

Flash mobs, which appear spontaneously, but are well planned and choreographed, are now being used frequently as a marketing tool to reach out to masses.

The one organised at Ambience mall in Gurgaon for the promotion of Shahrukh Khan starrer Don 2 started off with a group of guys indulging in a fake fight and asking each other where is Don. They, along with other group members, then start dancing over Zara dil ko thaam lo from the film.

Ambika Sharma, managing director and CEO of Pulp Strategy Communication, which organised the flash move for the flick, says that flash mobs as part of a marketing initiative are a great enabler of buzz, provided there is an existing call to action. "It needs balance of visual appeal, clutter-breaking entry and keeping alive the element of surprise. The key is to ensure that the energy on ground translates into online. The video of our flash mob has seen over 10000 shares on Facebook and over 54000 views online in a week since its presence online," informs Ambika.

People were taken aback during flash mob performances at Rajouri Garden market, Saket and Janakpuri, organised by Zee TV with an aim to create a buzz

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around the launch of season three of TV show Dance India Dance.

The trend has caught up among event management companies and corporates due to the spontaneity and surprise factor that comes with flash mobs. Zee marketing head, national channels, Akash Chawla says, "The highest recall value of a thing is when it happens suddenly."

The dance mob videos were uploaded on various social networking sites to further increase the audience base, Chawla added.

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