

News monitored for: Pepsi - Brands

CalcuttaTimes



The flash mob shaking things up

Soccer fans, it's time to cheer!

Cricket might be the catchword in Kolkata but fact, is the city lives, breathes and gets a kick out of football even during the IPL season. Talk about 'Changing The Game'!

In keeping with the football frenzy, Pepsi organized a Flash Mob Activation from March 27 to April 7 at 10 of Kolkata's hot spots. The final result — a soccer tournament for lovers of the sport. Pedestrians were caught off guard and gathered around to know more when two branded cars stopped with footballs rolling down from one and music blasting from the other. Next, two footballers in soccer jerseys got off and displayed their juggling and dribbling skills.

Three glam cheerleaders emerged from the second car, danced to the music and set the tone for the soccer tournament. The emcee then conducted spot contests that the crowd willingly joined in to win attractive prizes and giveaways by the brand.

Having scored a goal, the crowd dispersed and the cars zoomed off in a flash, leaving the spectators dazed.



Roshni Mukherjee