

**Trigger Question:** Prof. Gurijala Venkateswara Rao - Why this Kolaveri Kolaveri Di MARKETING??

Tease it... Hate it... Rip it... Do anything... But it has fulfilled 'Why this Kolaveri Kolaveri Di's purpose – MARKETING!! The BIG People shell out quite a fortune for marketing a movie by making video games, pencil boxes, even writing pads.. What not... And this guy 'Dhanush' does it with a simple, crappy, rough cut, behind-the-scenes video??? Next will be merchandising... Some or the other apparel fellows will launch Kolaveri line of T shirts and shorts/tracks and accessories; need not mention the duplicate products also. Kolaveri gift line can also be thought of... Then some ad campaigner will secure the rights and will launch with their advt with the Kolaveri word or tune. Then it's time for special interview of Kolaveri Dhanush at prime time and the associated ad-rates for that program and the TRP Ratings. Stage shows can also be expected... Dhanush's Kolaveri tour in America, Europe... etc... He can take an entire troupe with him. Kolaveri clubs are definitely an option.. They can propagate themselves as harbingers of change who are in a hurry.

Analyst will be analyzing for atleast 6 months the impact of the song on Dhanus as an actor, the additional revenue generated by his new movies Mayakkam and 3, impact of social networking on movies. Some will chek if it was a FAD, FASHION or a TREND. And probably it will start a new trend that all makings of song recordings will be launched in youtube first. Then the official music launches function. Now it's time for the political angle (Sensitive area so not going there).

Then the critics would comment on his voice, lack of music knowledge, use of English and corrupting tamil language...etc etc Critics are funny lot they can even comment that salt was not enough in the tea. Entire print media would have ensured atleast 2 weeks job by writing articles starting from Dhanush story, his evolution, evolution of songs, connecting to rajnikanth and some may even try to bring is astrology and stars effect and predict future of Dhanush, his movies , his kids... there is no limit. Finally it will become a case study for Management Students and Dhanush will lecture them on what he thinks made it successful and the role of socially connected world.

What a crap???

**Interaction: Prof. Y.Muralidhar Reddy**

Dear Sir,

As rightly stated by you, it is a huge marketing and promotional activity started by Mr.Dhanush and he is successful in doing the same. This album has taken the time out of huge number of people across to see what it is? Definitely it will be a case study in many management institutes in the country, in fact I am writing a case on this. A nice way of Marketing .

### **Interaction: Brig P Ganesham**

Very impressive forecast of "Kolaveri ....."You beat Nostradamus hollow. I enjoyed reading and how true it is going to be.. Ha!!New products, new events, new services, new write ups, new trends, new language, back offices coming up front etc. So much is going to happen.. . Thanks so much

### **Interaction: Mr. Stephen**

In all this hype about Kolaveri.....mis-spelt...it should be Kolla Veri ( Murderous Rage ) which as rightly mentioned by my esteemed academic friends has opened altogether new vistas in Marketing and a path breaking marketing strategy which in turn has opened up immense follow up marketing of other products not just as a marketing gimmick but would also give a fillip to production of T-Shirts and accessories ....for which Tamil Nadu has got a good reputation.

Now I believe even the Chennai Police ( Traffic Department ) would be borrowing from this song to drive home the message to people who are short in fuse....and prone to road rage.

Sitting here in Delhi ( North ) where I have students from Assam, Nagaland, Manipur, West Bengal & U.P & Bihar.....it really amazes me that all these youngsters too are taken in by the Kolaveri number and though they don't know the exact meaning and whether they follow the lyrics ( which the promoters of the Video have done in scrolls in english )...the number is on the lips of all these youngsters and that speaks volume of its acceptance amongst youngsters converging from different states.

Truly said : MUSIC KNOWS NO BARRIERS...or rather Music Transcends all barriers.

### **Interaction: Mr. V Nagarajan**

I only pray that this Kolaveri or "Kolla veri" should not take a turn as "Tharkola Veri" if this film is not released for some reason. We cannot call it a craze for Change in approach of the millions of cine fans but in the process of search for excellence in cinematography lot of changes are in the anvil. The surprising thing is Melody in Songs have been given a go-by and one may remember the melodious song "Chittu Kuruvi Mutham Koduthu" in Pudhiya Paravai or Adho Andha Paravai Pola- AAyirathil Oruvan or similar such songs which were appreciated by mass fans for their lyrics, Music and sweet voice of the singers which cannot be expected in the current film songs and even in this Kolaveri-Di. It is more prosaic than poetic. But one has to accept the fact that irrespective of age, taste, language, verse, rhythm one has to relish the songs as they come and we have to be a Roman while you are in Rome.