



Flash mob brings Bond University's cinema campaign to life

Bond University capitalised on the massive opening night of Harry Potter and the Deathly Hallows Part 2 with an impromptu choreographed flash mob performance, to the delight and surprise of a packed movie audience.

During the cinema pre-show presentation the houselights were raised and 30 members of the audience spontaneously leapt to their feet. The dancers, dressed in costumes representing the huge variety of degree programs on offer at Bond University, burst into a dance routine to a medley of well-known music tracks.



The performance continued to build with more and more dancers entering the cinema, culminating in a grand finale involving over 100 dancers. Immediately after the performance and as dancers left the auditorium to the cheers of the audience, the lights went down and the Bond University commercial appeared on screen.

Bond University Director of Marketing and Admissions, Valerie Runyan saw the opening night of the final Harry Potter movie as an ideal opportunity to complete the promotional campaign for the University's Open Day with a distinctive showcase.



"The opening night of Harry Potter and the Deathly Hallows. Part 2, presented itself as a great time for us to reach our target audience when they are attentive and ready to be entertained,"

"It provided us the ideal moment with which to finish our promotional campaign for Bond University's Open Day and allowed us to create a memorable connection with movie goers through a performance that offered something uniquely different."

Valerie Runyan - Bond University Director of Marketing and Admissions

