



THE EMERGING TREND OF ORGANIC PR IN BOLLYWOOD (A Case Study on Promotional Tools Used by *Pathaan*)

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Abstract

Public relations (PR) is the best tool for reputation management. Like other businesses, PR practitioners in film industry too make use of various promotional tools to create a buzz about upcoming movies. This study solely focuses on the paid and organic PR tools used by the marketing and PR team of *Pathaan* for its promotion. Amidst huge controversies and boycott calls, the movie successfully transformed negative PR into positive PR and became a box-office hit. This purely qualitative and descriptive study has used case study as research method to get a detailed insight into the research problem and the data has been collected from secondary sources to get rich information. The researcher found that instead of relying on paid PR tools such as press conferences, interviews, radio and TV channels and promotional events; the filmmakers used songs, trailers, posters, social media, SRK's fanbase and influencer marketing for promoting the movie *Pathaan*. They preferred organic PR not only to save money but also to create curiosity and dial-up demand.

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