

# THE ART OF THE PR STUNT

A Framework for Viral Impact, Digital Engagement and Brand Storytelling.



---

Adapted from the Digital PR & ORM Module by Prof. Honey Singh.

# BEYOND THE PRANK: STRATEGIC INTERVENTION

A PR stunt is not just a joke; it is a **calculated risk** designed to hijack the news cycle and steal the spotlight. When executed correctly, it converts short-term attention into long-term **brand equity**.



**Creative  
Risk**



**Viral  
Loop**



**Business  
Impact**



# CASE STUDY: TRUMPING DONALD

A TE-A-ME Intervention to 'Purify' a Presidential Candidate.

**The Setup:** In a daring “David vs. Goliath” move, Indian tea brand TE-A-ME executed a digital activation titled **#TeaForTrump**. The brand invited users to send green green tea directly to Donald Trump to give him a “fresh perspective” on life.





# THE ROI OF A WELL-EXECUTED STUNT

---

**650M+**

Impressions across 80+ Countries

**26,000+**

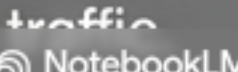
Tweets & 152k Digital Engagements

**810+**

PR-Driven Stories

**1100%**

Increase in Business Enquiries

A single, well-timed intervention can outperform months of traditional advertising. Also: 9900% increase in organic website traffic. 



# FROM HIDDEN INSIGHTS TO MASS APPEAL

---

Viral mechanics are not limited to challenger brands. Global giants utilise specific triggers to dominate conversation.

## SPOTIFY

**Play:** Hidden Insights Gamification.

**Example:** 'Your Year in Music' wraps user data into shareable social currency.



## GOOGLE

**Play:** User Experience Stunt.

**Example:** 'I'm Feeling Lucky' adds a layer of chance to utility.



## COCA-COLA

**Play:** Personalization & Virality.

**Example:** 'Share a Coke' printed names like 'Mom' or 'Bestie' on bottles.



---

**NEXT: THE 6-PART VIRAL FRAMEWORK**



# PLAY 01: THE SECRET MESSAGE

---



**Mechanism:** Misdirection Hook + Stolen Spotlight.

**Concept:** Hiding a mysterious message or QR code in public places, challenging the public to decode it.

**Examples:** Pop-up ads that self-destruct; Billboards with zero branding.

**Why it Works:** People love puzzles and the 'VIP' feeling of exclusivity.

**The Risk:** The payoff must be valuable. Boring links kill engagement.



# PLAY 02: THE WORLD'S FIRST

---



**Mechanism:** Manufactured Scarcity + Outrage Loop.

**Concept:** Claiming a 'First', even if it is a slight twist on an existing idea, to dominate headlines.

**Examples:** 'World's First AI Luxury Brand'; 'First Wearable for Mood Detection'.

**Why it Works:** The media naturally prioritises 'Firsts' and consumers crave novelty.

**The Risk:** Weak execution leads to dismissal as a cheap gimmick.



# PLAY 03: THE BANNED AD STRATEGY



**Mechanism:** Outrage Loop + Stolen Spotlight.

**Concept:** Creating content designed to be rejected by traditional media, then leaking it as 'The ad they didn't want you to see'.

**Examples:** Anti-Fast Fashion ad exposing truth; AI-Politician ad.

**Why it Works:** Rejection validates the content as 'dangerous' or 'truthful' (Streisand Effect).

**The Risk:** Crossing the fine line from controversial to offensive.



# PLAY 04: THE FAKE PRODUCT LAUNCH



**Mechanism:** Misdirection Hook + Meme-ification.

**Concept:** Announcing an absurd yet believable product to spark debate, followed by a real reveal.

**Examples:** McDonald's Single Fry Pack; The Glow-in-the-Dark Milkshake; AI Tears.

**Why it Works:** Absurdity is highly shareable. People love debating 'is this real?'

**The Risk:** Requires quick follow-up before confusion turns to frustration.



# PLAY 05: THE OUTRAGE DISCOUNT



**Mechanism:** David vs. Goliath + Outrage Loop.

**Concept:** Offering massive discounts tied to absurd or unfair news events.

**Examples:** “50% off EVs when politicians deny climate change”; Free meals for corporate greed scandals.

**Why it Works:** Taps into shared public frustration to drive sales.

**The Risk:** High legal risk if targeting specific corporations.



# PLAY 06: TROLL YOUR COMPETITOR

---



**Mechanism:** Humorous Brand Rivalry + Meme-ification.

**Concept:** A hilarious, indirect dig at a competitor's known weakness.

**Examples:** Burger King's 'Burger Fries'; Fintech 'Bank Apology Generator'.

- **Why it Works:** Audiences love a rivalry; it humanises the brand.
- **The Risk:** Aggression vs. Humour. Needs to be funny, not mean-spirited.



# THE RULES OF ENGAGEMENT

## SUCCESS FACTORS

---

- ✓ High Engagement & Visibility
- ✓ Exclusivity (VIP Feel)
- ✓ Humour & Interactive Fun
- ✓ Newsjacking (Cultural Relevance)

## FAILURE POINTS

---

- ✗ Confusion / No Payoff
- ✗ Brand Dilution (Gimmickry)
- ✗ Legal Risks
- ✗ Offensive Content

---

**A great stunt balances creative bravery with strategic safety nets.**



# READY TO BREAK THE INTERNET?



Apply these frameworks to your next Digital PR campaign.

---