

THE ART OF THE PR STUNT

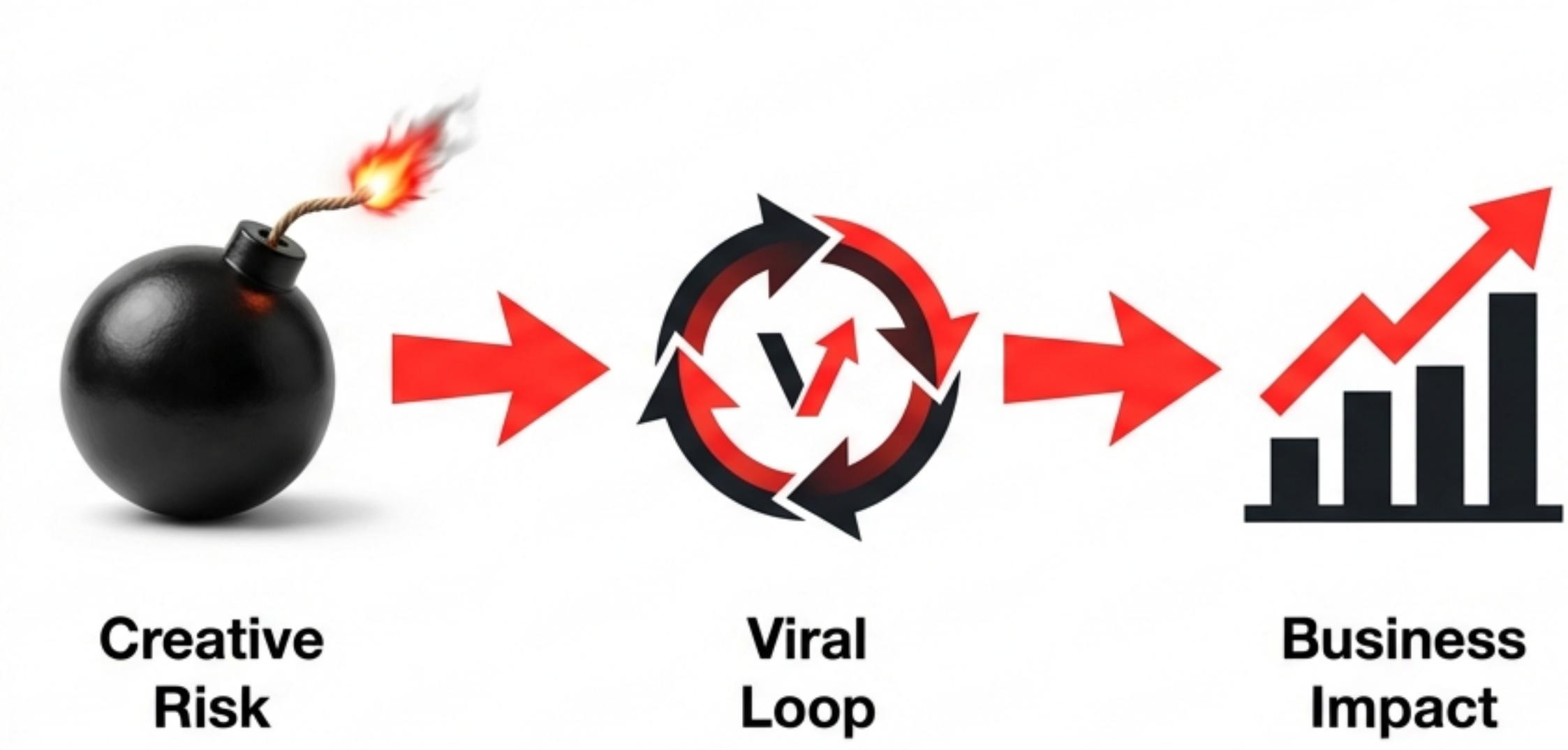
A Framework for Viral Impact, Digital Engagement and Brand Storytelling.



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.



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

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



**BLOCKS
TOXIC CALLS**

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 + Memeification.

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.
