

Peanut Blog

An ounce of information



10-foot peanut: This company trolls corporate employees in a very unique way ahead of appraisal season

People at Gurugram's CyberHub were surprised to see a giant 10-foot peanut on display. The unusual sight quickly caught everyone's attention. Branding consultant Chayan Garg saw the installation and shared it on LinkedIn, where it went viral.

The golden-brown peanut sculpture came with a cheeky message: "In loving memory of the 'BIG' raise you were promised." It was part of a new campaign by Naukri.com, clearly aimed at poking fun at the disappointment many employees feel during appraisal season.

Garg shared, "I was walking through CyberHub this Saturday when I saw a giant peanut. No joke. It wasn't an April Fools' prank. It was a brutally hone .. His post struck a chord with many on LinkedIn. People flooded the comments with their own stories of salary hike disappointments. Some praised the creativity and honesty of the campaign, while others used it to vent their frustration.

Here's how people reacted:

One user joked, "I hope the team behind the campaign got the 'BIG' raise they were promised.

Source: https://economictimes.indiatimes.com/news/new-updates/10-foot-peanut-this-company-trolls-corporate-employees-in-a-very-unique-way-ahead-of-appraisal-season/articleshow/120091776.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst