

ORCHESTRATED STRATEGIC SOCIAL MEDIA PUBLIC RELATIONS (OSSMPR): A CASE STUDY OF THE BILL GATES–DOLLY CHAIWALA DIGITAL COLLABORATION

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Abstract: In contemporary digital communication, public relations increasingly relies on strategically designed social media collaborations to shape visibility, credibility, and engagement. This study examines an emergent practice conceptualised as Orchestrated Strategic Social Media Public Relations (OSSMPR) through an exploratory qualitative case study of the 2024 Gates–Chaiwala interaction. This brief digital encounter between Bill Gates and a local Indian tea vendor is analytically significant due to its pronounced global–local socio-economic contrast and high public visibility. Guided by Expectancy Violation Theory (EVT) and Parasocial Interaction (PSI), the research analyses how narrative contrast, authenticity cues, and platform-specific dissemination drive engagement in networked environments. Data were gathered from Instagram, Facebook, and YouTube (February–June 2024), utilizing qualitative content and semiotic analysis. Findings suggest the collaboration generated heightened attention through positive expectancy violation; a high-status global figure’s participation in a culturally familiar, informal practice enhanced visibility without reputational risk. Minimally edited content and resonant symbolism strengthened Parasocial perceptions of accessibility, effectively reducing perceived social distance between the audience and an elite figure. While the study does not claim definitive evidence of intentional orchestration, it demonstrates how contrast and authenticity function as strategic resources. This study advances OSSMPR as an analytical framework for examining global–local collaborations beyond episodic virality, offering a nuanced understanding of digital PR strategy in the Indian context.

Keywords: dolly chaiwala, Bill Gates, Orchestrated Strategic Social Media PR (OSSMPR), strategic public relations, social media collaboration, global–local branding, influencer marketing

Introduction

In the contemporary digital communication landscape, social media has transitioned from a mere networking utility to a central infrastructure for strategic public relations (PR). High-profile individuals and organisations now leverage these platforms not only for information dissemination but for the deliberate construction of narratives designed to influence public perception, cultivate credibility, and manage reputation across diverse socio-cultural settings. While existing scholarship in PR and digital marketing has extensively examined influencer marketing and brand partnerships (Blanchard, 2011;

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Kawasaki & Fitzpatrick, 2014), the focus has primarily remained on the strategic logic of audience engagement and return on investment

However, much of this literature explores congruent collaborations where participating actors occupy comparable social status or brand profiles. Scholarly attention to deliberately engineered global–local collaborations—marked by extreme socio-economic disproportion—remains limited. In such cases, contrast functions as the primary narrative resource. By intentionally juxtaposing globally powerful elites with grassroots actors, these collaborations generate visibility and digital resonance. This represents a significant departure from conventional PR logic, which typically prioritizes brand alignment and thematic consistency.

Despite the increasing prevalence of high-contrast collaborations in algorithmically driven environments, they remain under-theorised. Existing studies often attribute social media success to platform affordances or content optimisation (Cialdini, 2006; Valentini, 2015), overlooking the role of purposeful narrative orchestration and representational disparity as strategic resources.

Against this backdrop, the present study examines the widely circulated interaction between Bill Gates, a global philanthropist, and Dolly Chaiwala, a local Indian street tea vendor. Rather than viewing this encounter as spontaneous, the study conceptualises it as an instance of Orchestrated Strategic Social Media Public Relations (OSSMPR). This is defined as a synchronised, narrative-driven practice that utilizes unanticipated pairings and platform-specific content to produce positive expectancy violations, humanise elite figures, and stimulate engagement.

The study pursues three objectives: first, to conceptually demarcate OSSMPR within existing PR and influencer frameworks; second, to examine how extreme global–local contrast functions as a narrative mechanism; and third, to analyse audience responses to the Gates–Chaiwala case. By advancing OSSMPR as an analytical lens, this study offers a grounded framework for understanding emerging forms of digitally orchestrated public relations.

Research Gap

Despite extensive research on social media collaborations and public relations strategies, a clear gap remains in studies examining orchestrated strategic PR initiatives built around extreme socio-economic contrast. The ‘Gates–Chaiwala’ collaboration, involving a globally prominent technology leader and a local street-level tea vendor, represents an unconventional and largely unprecedented PR approach. Instead of symbolic alignment or brand similarity, the collaboration foregrounds social and economic disparity as a narrative device to attract attention and engagement. Such configurations have received limited scholarly examination, as existing literature continues to focus primarily on relatively homogeneous collaborations.

Prior research has mainly concentrated on three areas:

1. **High-profile collaborations**, analysing the effects of celebrity endorsements and partnerships on brand image and public perception;
2. **Cause-related marketing (CRM)**, examining how alignment with social causes enhances public goodwill and reputational outcomes; and

3. **Social media PR strategies**, focusing on platform-driven engagement and digital narrative construction

While these strands offer valuable insights, they largely examine collaborations within comparable socio-economic strata or industries. There remains a lack of in-depth analysis of partnerships that intentionally bridge global influence and grassroots entrepreneurship, particularly in terms of their impact on public perception and symbolic meaning.

This paper addresses this gap through a focused case study of the ‘Gates–Chaiwala’ collaboration, with comparative reference to another high-profile initiative involving Bill Gates. By examining this digitally orchestrated global–local interaction, the study contributes to understanding how extreme contrast operates as a orchestrated resource in emerging forms of digital public relation.

Research Objectives

In response to the identified research gap, the study is guided by the following objectives:

- To define the OSSMPR framework and distinguish it from traditional public relations and influencer marketing strategies.
- To analyse the role of extreme global–local socio-economic contrast in narrative build-up and digital engagement outcomes.
- To examine audience reception and platform-specific engagement patterns associated with the Gates–Chaiwala social media collaboration.

Literature Review and Theoretical Framework

Literature Review

Research on social media and strategic public relations consistently highlights the central role of digital platforms in shaping organisational reputation, public visibility, and audience engagement. Studies note that social media allows organisations and public figures to communicate directly with audiences, bypass traditional gatekeeping apparatuses, and align messaging with broader strategic objectives (Blanchard, 2011; Kawasaki & Fitzpatrick, 2014). As a result, social media is now widely recognised as a core component of contemporary public relations practice rather than a supplementary channel.

Parallel scholarship on influencer marketing and celebrity-endorsed public relations has examined how credibility, trust, and persuasion operate in digitally mediated environments. Drawing on persuasion theory, researchers emphasise authority, social proof, and perceived authenticity as key determinants of audience response (Cialdini, 2006). These insights underpin a substantial body of work on digital endorsements, brand collaborations, and influencer-led campaigns, particularly within commercial communication contexts.

However, much of this literature rests on an assumption of relative congruence between collaborating actors. Influencer partnerships are typically analysed in settings where social status, cultural positioning, and audience demographics are broadly aligned, with analytical emphasis placed on brand fit and symbolic compatibility. Consequently, there has been limited scholarly engagement with

collaborations marked by deliberate asymmetry or extreme socio-economic contrast, despite their growing visibility in digital media.

Recent research has also foregrounded the importance of cultural context and narrative framing in public relations strategy. Valentini (2015) argues that social media practices are deeply embedded within specific cultural environments and cautions against standardised approaches to PR. While this perspective usefully highlights localisation, it offers limited insight into how contrast itself may be strategically mobilised as a narrative device in global–local collaborations.

Overall, existing scholarship provides valuable insights into social media strategy, persuasion, and culturally informed communication. Yet it offers limited theoretical explanation of how strategically orchestrated global–local collaborations characterised by extreme socio-economic disparity function as intentional public relations tool. In particular, prior studies do not necessarily examine how narrative contrast, symbolic interaction, and platform-specific orchestration combine to generate engagement and public goodwill. This gap provides the conceptual grounding for the present study.

Theoretical Framework

To provide analytical depth, the study draws on two established communication theories: Expectancy Violation Theory (EVT) and Parasocial Interaction (PSI). Used together, these frameworks explain how orchestrated global–local collaborations generate attention, symbolic meaning, and reputational outcomes in digital public relations contexts.

Expectancy Violation Theory (EVT)

Expectancy Violation Theory, proposed by Burgoon (1978), suggests that social interaction is guided by anticipatory norms regarding appropriate conduct. When such expectations are violated, audience responses depend on communicator reward valence, or the perceived social value and credibility of the communicator (Burgoon & Hale, 1988). High-status communicators are often granted greater latitude for norm violation, with such deviations producing positive estimates.

In strategically *Orchestrated* public relations, EVT helps explain how unexpected interactions can be designed to attract attention and engagement. The Gates–Chaiwala collaboration represents a deliberate violation of conventional expectations surrounding elite global figures and informal-sector local players. Rather than undermining credibility, this contrast operates as a positive expectancy violation, intensifying audience interest and emotional resonance. EVT thus clarifies how norm violation can function as a managed strategic resource within OSSMPR.

Parasocial Interaction (PSI)

Parasocial Interaction, introduced by Horton and Wohl (1956), refers to the one-sided relationships audiences form with mediated figures. Subsequent research shows that perceived authenticity, accessibility, and intimacy strengthen such relationships, particularly in digital environments (Rubin & McHugh, 1987). Informal presentation styles and minimally edited content often act as cues of genuineness, intensifying Parasocial engagement.

In the examined collaboration, the use of original, minimally edited footage enhances perceptions of immediacy and interpersonal closeness. The presence of Dolly Chaiwala, a culturally familiar local figure, further mediates this interaction by serving as a Parasocial link. Through this association, trust attached to the local actor is symbolically extended to the global figure, reducing perceived social distance and increasing audience receptivity. PSI thus explains how mediated intimacy and symbolic association contribute to the effectiveness of orchestrated digital PR collaborations.

Integrative Conceptual Positioning

Together, EVT and PSI provide a coherent theoretical foundation for analysing Orchestrated Strategic Social Media Public Relations (OSSMPR). EVT accounts for how engineered contrast and norm violation capture attention, while PSI explains how intimacy, trust, and relational closeness are constructed and transferred. Integrating these perspectives, the study positions OSSMPR as a narrative-driven and platform-sensitive public relations practice that leverages socio-economic contrast and parasocial dynamics to shape audience perception in algorithmically driven media environments.

Methodology

This study employs an exploratory qualitative case study design, which is appropriate for examining an emergent and under-theorised phenomenon in digital public relations. The research integrates comparative content analysis with manual interpretive coding, guided by the theoretical frameworks of Expectancy Violation Theory (EVT) and Parasocial Interaction (PSI). The methodological focus is not on statistical generalisation, but on developing analytical insight into the dynamics of orchestrated global–local social media collaboration.

Data Collection

Data were collected from the official Instagram, YouTube, and Facebook accounts of Bill Gates and Dolly Chaiwala. These platforms were selected due to their prominence in contemporary digital PR practice and their distinct affordances for video dissemination, audience interaction, and engagement visibility.

The observation period extended from 28 February 2024, corresponding with the initial release of the video, to 17 June 2024. This timeframe allowed for the examination of both immediate audience reaction and sustained engagement patterns over time.

The primary unit of analysis was the 27-second “*One Chai Please*” video and its associated engagement indicators, including views, likes, and comments, across the three platforms. In total, six posts (N = 6) were analysed, representing three platforms across two accounts. Supplementary data from mainstream

news coverage were consulted only to provide contextual background and were not incorporated into the engagement analysis.

Analytical Techniques

The analysis was conducted in three interrelated stages:

(1) Comparative Engagement Analysis- Platform-level engagement metrics were compared across the accounts of Bill Gates and Dolly Chaiwala to assess variations in audience response. While absolute engagement figures were reported at the individual platform level, pooled patterns were used cautiously to identify broader trends in visibility and interaction. Pooling was applied strictly for descriptive interpretation and not for inferential or statistical purposes, in line with qualitative case study conventions. These patterns were interpreted in relation to EVT's concept of communicator reward valence.

(2) Semiotic and Narrative Analysis- The video content was subjected to manual semiotic analysis and divided into two temporal segments (0–17 seconds and 17–27 seconds). This segmentation facilitated close examination of visual framing, embodied performance, background music (“Don’t Sweat the Technique”), textual overlays, and symbolic contrast. Particular attention was paid to how narrative pacing and juxtaposition were constructed to produce expectancy violation and sustain audience attention.

(3) Theory-Guided Interpretive Coding- Insights from the engagement comparison and semiotic analysis were interpreted through the lenses of EVT and PSI. EVT informed the analysis of how norm violation and socio-economic contrast contributed to positive audience evaluation, while PSI guided interpretation of authenticity cues, mediated intimacy, and symbolic trust transfer between the global and local actors.

The study does not advance claims of causality or predictive validity. Rather, it seeks to generate conceptually grounded insights into the functioning of Orchestrated Strategic Social Media Public Relations (OSSMPR) as an emerging form of digital PR practice.

Limitations of the Study

The present study is subject to certain limitations related to scope and analytical depth. First, the analysis is confined to a single high-visibility case and adopts an interpretive approach to examining the broader public relations exercise. Consequently, the emphasis remains on conceptual understanding rather than a detailed, component-level evaluation of the campaign.

Second, the assessment of social media engagement is based on descriptive metrics and does not incorporate advanced sentiment analysis or systematically examine the differential impact of specific content elements. While observable patterns of interaction are identified, deeper insights into audience sentiment and content-specific effects fall outside the scope of the study.

These limitations define the analytical boundaries of the research and indicate directions for future studies employing expanded datasets and more granular methodological approaches.

Results and Discussion

Event Overview

The empirical focus of this study is a short-form social media collaboration released in February 2024, featuring a brief interaction between Bill Gates and Dolly Chaiwala, a local street tea vendor in India. The central content artefact is a 27-second video showing Gates ordering tea in an informal roadside setting, accompanied by minimal dialogue and culturally recognisable visual cues. The video was disseminated across Instagram, Facebook, and YouTube through the official accounts of both individuals.

The event generated substantial digital visibility and audience engagement, circulating rapidly across social media platforms and mainstream media outlets. For analytical purposes, the collaboration is treated not as a spontaneous viral occurrence, but as a deliberately orchestrated public relations exercise marked by intentional narrative contrast and platform-specific distribution strategies. This overview provides the contextual grounding for the subsequent analysis of engagement patterns, content characteristics, and theoretical interpretation presented.

To illustrate the socio-economic contrast underpinning the selected case, Table 1 summarizes the key background characteristics of the two collaborators. The contrast between these two individuals listed in below chart

Table 1: Personal Profile Comparison of Bill Gates Vs Dolly Chaiwala

Aspect	Bill Gates	Dolly Chiawala
Full Name	William Henry Gates III	Sunil Patil
Date of Birth	October 28, 1955	Couldn't obtain
Nationality	American	Indian
Profession	Co-founder of Microsoft, Philanthropist	Chai (tea) seller
Education	Harvard University (dropped out)	Limited formal education
Net Worth	Over \$132.5 Billion	Modest income
Major Achievements	Co-founding Microsoft, Leading Philanthropic Efforts	Gained local popularity for unique tea stall located at Ravindra Nath Tagore Marg in Nagpur, Maharashtra, popularly known as "Dolly ki Tapri"

Philanthropy	Bill & Melinda Gates Foundation	Informal local contributions
Public Image	Global tech leader and philanthropist	Local celebrity, famous on social media for his unique style of serving tea and his exceptional hairdo and outfits
Residence	Medina, Washington, USA	Nagpur, Maharashtra, India

Dolly Chaiwala, a street tea vendor from Nagpur, attained widespread visibility through social media content highlighting his distinctive tea-making style, demonstrating how digital platforms can amplify local entrepreneurial identities beyond regional boundaries. The collaboration with Bill Gates is analytically significant due to the pronounced socio-economic contrast between the participants. This contrast operates as a core narrative device, positioning the interaction as a strategically orchestrated public relations exercise and illustrating how global–local collaborations can leverage social media to generate visibility and cross-cultural engagement.

Detailed Account

1. The event revolves around a 27-second video showing Dolly Chaiwala preparing tea in his distinctive style, with minimal verbal exchange limited to Bill Gates’s request, “One chai please.” Meaning is conveyed largely through later on-screen captions framing the interaction around innovation and cultural engagement.
2. Released simultaneously across Bill Gates’s official social media accounts, the video attracted immediate public and media attention due to its unconventional setting and participants. Audience responses highlighted surprise and novelty, commonly interpreting the interaction as a symbolic global–local collaboration reflecting cross-cultural engagement.
3. Community Engagement: The collaboration generated substantial community engagement and was widely perceived as an unexpected global–local partnership. Media coverage and audience responses emphasised surprise and novelty, frequently framing the interaction as an unconventional yet symbolically resonant collaboration that underscored global–local connectivity and community-level engagement." Some even referred to it as a "multiverse." Here are some interesting comments: "Marvel has the best crossover, meanwhile Dolly Chaiwala," one user wrote. Another commented, "Every Indian shocked after watching this video." A third user remarked, "Unexpected collab." A fourth user added, "I wonder if this is AI-generated." Another user chimed in, "What? What in the multiverse is this?" (Moneycontrol News, 2024).

Case Study - 'Gates-Chaiwala' Strategic Digital Collaboration

Table 2: the figures till 17/06/2024 and counting

Platform	Bill Gates	Dolly Chaiwala
Instagram	thisisbillgates	dolly_ki_tapri_nagpur
Posts	429	290
Followers	11.1 Million	3.4 Million
Following	179	58
YouTube	@billgates	@dollykitaprinagpur
Subscribers	3.22 Million	1.65 Million
Videos	795	225
Facebook	Bill Gates	Dolly Ki Tapri Nagpur
Followers	43 Million	176,000
Following	65	13

The video posted by Bill Gates on his social Media Accounts screen shots of the same used below. The date of the post is Feb 28, 2024. The social media engagement figures of the each of the platforms - Youtube, Facebook and Instagram is provided till 17/06/2024.

Engagement Patterns and Expectancy Violation Theory (EVT): What the Data Shows

A comparative examination of engagement metrics across Instagram, Facebook, and YouTube reveals a marked imbalance in audience response between the two participants. While both Bill Gates and Dolly Chaiwala shared content related to the same interaction, posts published through Gates's official accounts consistently attracted substantially higher levels of engagement, particularly in terms of views and likes. This pattern remains evident across platforms, notwithstanding variations in audience composition and platform-specific affordances.

When interpreted through the lens of Expectancy Violation Theory, these patterns can be understood in relation to communicator reward valence. Gates’s global recognition and elite social positioning classify him as a high-reward communicator, affording him greater latitude to depart from conventional expectations. His participation in an informal, street-level interaction does not diminish credibility; rather, it appears to heighten attention and generate favourable audience evaluation. The observed engagement patterns suggest that extreme socio-economic contrast, when enacted by a high-status figure, operates as a strategic expectancy violation, amplifying visibility and audience interest beyond what is typically achieved through routine social media content.

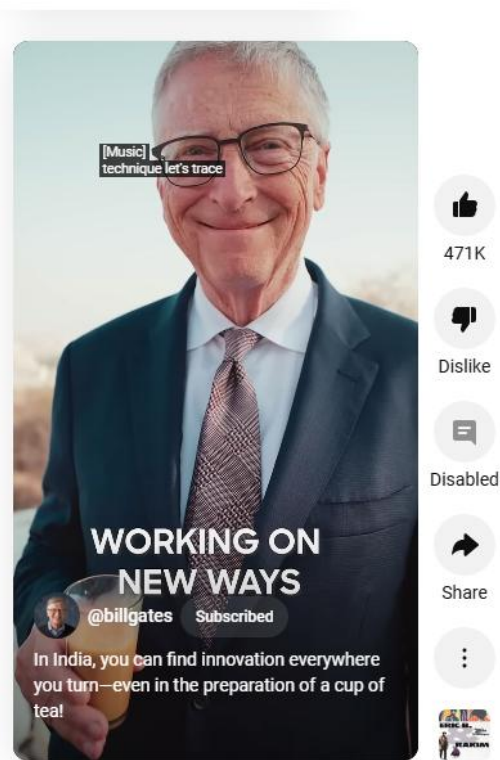


Figure 1: Youtube post the post generated over 10.2 million views, 472k likes Posted on Feb 28, 2024

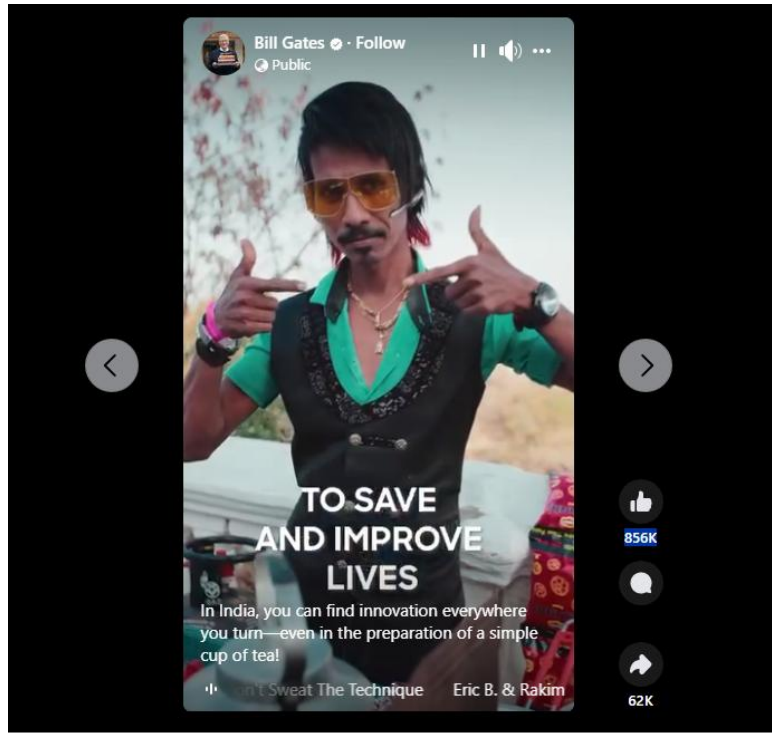


Figure 2: Facebook post- generated over 25 million views, 856k likes and 62k forward Feb 28, 2024

Engagement on Dolly's Accounts Shows:

Table 3: Dolly's Social Media Accounts Engagement matrix

Platform	Date of Posting	Likes	Views	Comment	Remarks
YouTube	22-Mar-24	407k	6.6 Million	833	Edited Footage
Facebook	28-Feb-24	1.3k	24k	46	Original footage
Instagram	01-Mar-24	4.9 Million	73.1 Million	6.2 k	Edited Footage

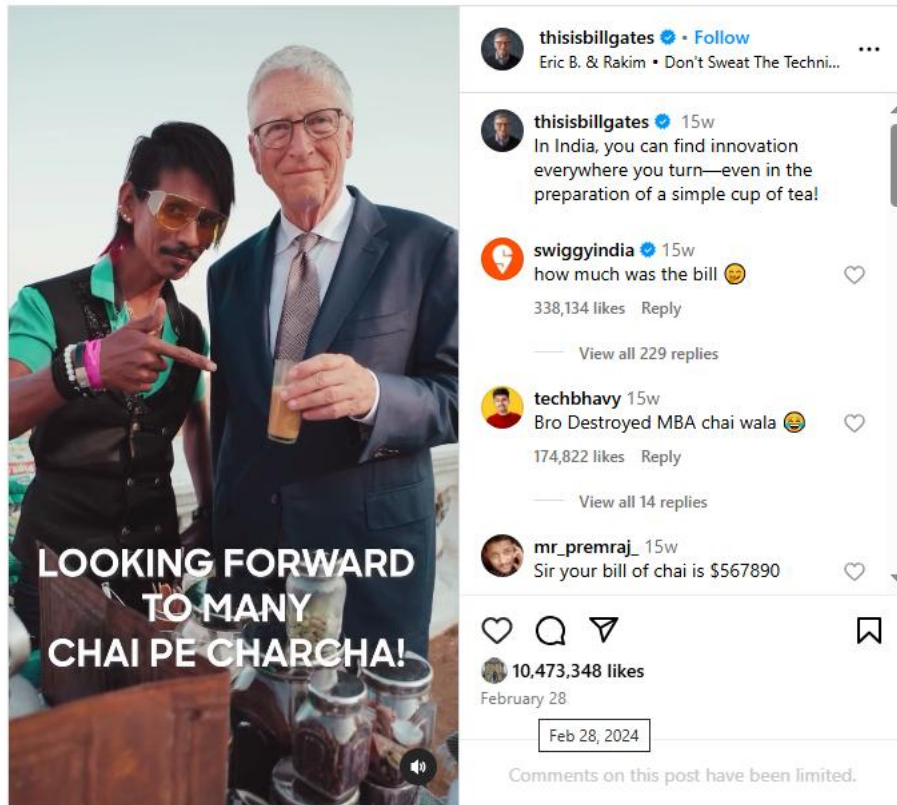


Figure 3: Instagram page of Bill Gates where he posted the video with Dolly Chaiwala total likes it garnered 10.4 million with 14.9k comments date of posting Feb 28, 2024

Social Media Engagement on Bill Gates' Accounts:

Table 4: Bill Gate’s Social Media Accounts Engagement matrix

Platform	Date of Posting	Likes	Views	Comments	Forwards	Remarks
YouTube	28-Feb-24	472k	10 Million	Turned off	N/A	Original footage
Facebook	28-Feb-24	856k	25 Million	Turned off	62 k	Original footage
Instagram	28-Feb-24	10.5 Million	25 Million	14.9 k Comments have been limited	N/A	Original footage

Social Media Metrics Analysis The first and final version of this digital collaboration video i.e., original version or the first copy is posted by the Bill Gates, however nowhere on the official or personal social media accounts of the Dolly the original version is posted except Facebook.

- Highest Engagement: Instagram, with 4.9 million likes, 73.1 million views, and 6.2k comments.
- Moderate Engagement: YouTube, with 407k likes, 6.6 million views, and 833 comments.
- Lowest Engagement: Facebook, with 1.3k likes, 24k views, and 46 comments

Content Characteristics and Parasocial Interaction (PSI): Why It Worked

Beyond aggregate engagement metrics, content-level differences provide insight into why the collaboration resonated with audiences. Posts shared from Gates’s accounts primarily employed **original, minimally edited footage**, whereas some content disseminated through Dolly Chaiwala’s channels utilized more polished and edited formats.

From a **Parasocial Interaction** perspective, the use of unpolished visuals and informal presentation serves as a cue of authenticity, fostering an illusion of immediacy and interpersonal closeness. Such cues reduce perceived social distance between audiences and mediated figures, particularly when the figure involved is a global elite. In contrast, higher production value content appears to weaken this illusion of unmediated access. The observed engagement patterns suggest that, within this collaboration, **authenticity cues outweighed production sophistication** in sustaining audience interest and emotional connection.

OSSMPR Interpretation: What It Means

Taken together, the observed engagement patterns and content characteristics indicate that the Gates–Chaiwala collaboration operated as a deliberately orchestrated public relations exercise rather than a spontaneous viral occurrence. The interaction reflects the core principles of OSSMPR, in which narrative contrast, sequencing, and platform-specific presentation are strategically aligned to influence audience perception.

The findings suggest that OSSMPR functions through the combined dynamics of positive expectancy violation and Parasocial intimacy, enabled by symbolic association with a culturally embedded local actor. Instead of relying on conventional influencer endorsement models, the collaboration capitalised on contrast and perceived authenticity to generate visibility and public goodwill. This interpretation reinforces the value of OSSMPR as an analytical framework for understanding emerging global–local practices in digital public relations.

Inferences and Analysis

The Gates–Chaiwala collaboration exhibits key features of OSSMPR, including deliberate coordination, content variation, and platform-specific dissemination, indicating a strategically designed initiative rather than an incidental event.

The collaboration combined Gates’s global symbolic capital with Dolly Chaiwala’s local cultural embeddedness to enhance reach and engagement. Authentic, minimally edited content served as a

strategic credibility cue, while selective content adaptation across platforms supported audience-specific resonance. Overall, the findings suggest that OSSMPR operates through the intentional alignment of contrast, authenticity, and platform affordances in contemporary global–local digital public relations practice.

Table 5: Summarization of Inferences and Analysis

Aspect	Inference	Analysis
Global-Local Synergy	Bill Gates' global reach + Dolly Chaiwala's local influence	Increased appeal and engagement for international & regional audiences
Content Authenticity & Variation	Original content on Bill Gates' platforms outperformed edited content	Original content drives higher engagement
Strategic Use of Influencers	Partnering with Dolly Chaiwala leveraged her existing audience	Enhanced campaign credibility, relatability, and accessibility
Impact of High Production Value	Meticulous planning (e.g., flying in hand-push cart)	Increased perceived quality and professionalism of the campaign
Platform-Specific Strategies	Tailored content for each platform's audience behaviour	Optimized engagement based on platform (visuals on Instagram, longer videos on YouTube, virality on Facebook)

Deeper Analysis of the Video Message

The video adopts a minimalist narrative structure, relying on symbolic cues that align closely with the principles of OSSMPR. The background score, “Don’t Sweat the Technique,” reinforces themes of confidence, skill, and innovation, subtly supporting the visual narrative. The opening moment—Bill Gates ordering “One chai please”—operates as a culturally familiar gesture that symbolically reduces social distance and situates a global figure within an everyday local setting.

Narrative meaning is largely shaped through on-screen captions, which sequentially connect India with ideas of innovation, social impact, and routine cultural practices. References to innovation and improving lives link Gates’s global philanthropic identity with local entrepreneurial activity, while the recurring motif of chai connects abstract notions of progress to everyday experience. The closing reference to “Chai Pe Charcha” signals continuity and dialogue, reinforcing the emphasis on grassroots engagement and sustained global–local interaction rather than a one-time promotional encounter.

Implications for OSSMPR

The video illustrates core OSSMPR principles by using culturally embedded symbols, such as chai, to enhance local relevance while humanising a global figure and reducing perceived social distance. By

aligning themes of innovation and social impact with local entrepreneurial symbolism, the narrative reinforces credibility and purpose.

The strategic integration of visual, auditory, and on-screen cues demonstrates how OSSMPR relies on the deliberate orchestration of cultural symbolism, authenticity, and concise messaging to engage diverse audiences within short-form digital content.

Analysis and Observations

The findings suggest that the campaign successfully combines global credibility with local cultural relevance, allowing it to resonate with both international and regional audiences. Symbolic elements such as chai operate as metaphors for dialogue and accessibility, anchoring broader narratives of innovation and social impact within familiar, everyday cultural practices.

Notably, high levels of engagement were achieved without generating controversy, indicating the effectiveness of positive and inclusive messaging in fostering public goodwill. The participation of a globally recognised figure enhanced visibility and legitimacy, while strategic cross-platform dissemination capitalised on differing audience behaviours across Instagram, YouTube, and Facebook.

The use of visually engaging yet authentic content, complemented by a contemporary background score, contributed to memorability and sustained audience attention. Variations in content across accounts point to a deliberate balancing of authenticity and presentation quality. Collectively, these observations reinforce OSSMPR as a practice grounded in the strategic orchestration of contrast, cultural symbolism, platform affordances, and narrative simplicity to maximise engagement and reputational outcomes.

Application to the Gates–Chaiwala Collaboration

PR Aspect: The collaboration supports positive image construction and reputation management by linking both participants with innovation and social impact, thereby strengthening public trust and credibility. It reflects a broader PR trend in which high-profile figures engage in culturally resonant, localised interactions to enhance public connection and legitimacy. The OSSMPR approach draws on the complementary symbolic capital of both actors, combining global visibility with local cultural relevance to create mutual benefit. While the global figure gains relational appeal, the local entrepreneur attains increased visibility and legitimacy.

This study advances OSSMPR as a conceptual contribution, highlighting deliberate coordination, narrative contrast, and platform alignment. As an analytical lens, OSSMPR offers a structured way to examine contemporary social media–driven PR practices and informs future research.

Impact on the Life of Dolly Chaiwala: Following the collaboration, Dolly Chaiwala experienced a significant rise in visibility and opportunity, reflected in increased social media engagement, expanded professional associations, and enhanced economic and symbolic capital. This demonstrates how strategically orchestrated global–local PR initiatives can yield tangible benefits for local actors.

3.10 Practical Implications of OSSMPR for Strategic Communication: The findings of this study highlight the practical relevance of Orchestrated Strategic Social Media Public Relations (OSSMPR) in

digitally mediated communication. The framework offers a structured approach to managing global–local collaborations by integrating cultural sensitivity with strategic coordination. OSSMPR illustrates how globally prominent actors can be humanised through selective engagement with local contexts while retaining message control, and underscores the importance of platform-specific content orchestration to sustain engagement and narrative coherence. It also emphasises the value of asymmetrical influencer collaborations that combine global visibility with local credibility, extending beyond conventional celebrity endorsement, particularly in policy and development communication contexts.

Practical Significance and Applications of OSSMPR

The findings of this study offer distinct practical relevance for public relations practitioners, digital marketers, and strategic communication professionals operating within algorithmically driven media environments. By conceptualising the Gates–Chaiwala collaboration through the OSSMPR framework, this research demonstrates how the deliberate orchestration of global–local partnerships serves as a strategic instrument for image management and audience engagement.

From a public relations perspective, OSSMPR provides a viable model for humanising elite institutions and high-profile figures through culturally embedded, everyday interactions. Practitioners can utilise this approach to design campaigns that reduce perceived social distance and foster public trust, moving away from overt promotional rhetoric. In the context of policy communication, OSSMPR illustrates how symbolic local engagement can translate abstract global initiatives into relatable narratives. Consequently, governments, NGOs, and development organisations may adopt similar strategies to communicate innovation agendas or social interventions in ways that resonate with grassroots audiences.

Furthermore, for influencer marketing and digital branding, the study highlights the efficacy of strategic contrast and authenticity cues over conventional, reach-based endorsements. Collaborations that intentionally pair global authority with local cultural relevance can amplify engagement while maintaining narrative legitimacy. Ultimately, OSSMPR functions as a practitioner-oriented framework, enabling professionals to align narrative design, content authenticity, and platform-specific dissemination into cohesive, high-impact digital public relations strategies.

Conclusion

This study examined the Gates–Chaiwala collaboration as an instance of Orchestrated Strategic Social Media Public Relations (OSSMPR) through an exploratory qualitative case study informed by Expectancy Violation Theory (EVT) and Parasocial Interaction (PSI). The findings suggest that the collaboration’s impact cannot be explained by virality alone; rather, it emerged from the deliberate orchestration of narrative contrast, authenticity cues, and platform-specific dissemination.

Engagement analysis indicates that extreme socio-economic contrast, when enacted by a high-reward communicator, operates as a positive expectancy violation that enhances audience attention and engagement without reputational risk. This observation aligns with EVT’s proposition that norm violations by high-status actors can produce favourable evaluative responses. In parallel, content-level analysis shows that authentic, minimally edited visuals strengthened Parasocial intimacy by reducing

perceived social distance between audiences and a global elite figure. The involvement of a culturally embedded local actor further enabled symbolic trust transfer, increasing audience receptivity.

The principal conceptual contribution of the study lies in advancing OSSMPR as an analytical framework that shifts focus away from individual influencers or episodic virality towards strategic coordination of contrast, narrative simplicity, and mediated intimacy. OSSMPR illustrates how global–local collaborations can be intentionally designed to humanise elite actors, enhance the visibility of local entrepreneurs, and align social impact narratives within algorithmically driven media environments.

Although limited by its single-case, interpretive design and reliance on descriptive engagement metrics, the study offers analytically generalisable insights into emerging forms of digital public relations practice. Overall, the findings suggest that high-impact contemporary social media PR depends less on production sophistication or message density and more on the strategic orchestration of meaning, visibility, and cultural symbolism.

Need for Further Research

The findings of this exploratory study point to several avenues for further research on OSSMPR. Given the single-case qualitative design, future studies should adopt comparative or multi-case approaches to assess whether mechanisms such as expectancy violation, Parasocial engagement, and narrative contrast operate consistently across different cultural, geographic, and industry contexts.

Further research may also deepen methodological rigor by incorporating audience-focused methods, including surveys, interviews, or sentiment analysis, to complement engagement metrics and better capture audience interpretation and emotional response. Theoretically, future work could integrate perspectives from critical public relations, cultural studies, or political economy to examine power dynamics, ethical considerations, and longer-term reputational effects. Longitudinal analyses would further strengthen understanding of the sustainability of engagement and symbolic impact within OSSMPR practices.

There is a pressing need for further research to understand the broader implications of such diverse collaborations:

1. **Impact on Local Businesses:** Detailed studies on how global endorsements affect the visibility, credibility, and growth of local businesses.
2. **Public Perception and Engagement:** Analysis of how the public perceives and engages with PR initiatives that involve extreme socio-economic contrasts.
3. **Sustainable PR Strategies:** Exploration of sustainable strategies for high-profile individuals to support grassroots entrepreneurship and foster long-term community development.

Declaration of Interest Statement

The author declares that there is no conflict of interest.

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