



d'frens

See how d'frens enabled this global nutrition company deliver incredible employee experience and enter the Guinness Book of World Records



The client is a multi-billion dollar provider of nutrition products with offices across the world. d'frens facilitated the largest body percussion ensemble with 11256 employees and associates to help the client enter the Guinness Book of World Records.



5 Minutes of body percussion



11256 employees and associates



Guinness Record with a memorable experience for a lifetime

## The Client

The client is a multi-billion dollar provider of nutrition products with offices across the world. They have a large presence in India with over 17000 employees and partners.

## The Challenge

The client organizes an annual gathering of all the employees, partners and associates to celebrate the year and to state the goals for the coming year. One of the objectives of event was also to motivate the teams and create an emotional bond. Given this objective, the client wanted to achieve something unbelievable as one single unit.

## d'frens Solution

d'frens took up the “one team” challenge and recommended body percussion as a collaborative activity that the entire team can do at once. To meet the “something unbelievable” goal, we pushed the envelope by challenging the existing Guinness World Record (GWR) for the largest ensemble of body percussionist.

d'frens conducted three training programs for the audience. Each session was fun, centered around the theme of fitness and yet got everyone to learn to be body percussionists. All rules of Guinness World Records were adhered to strictly. On the day of the event, more than 12,000 people performed body percussion for over five-minutes continuously and were monitored by 300+ stewards under the aegis of the official GWR adjudicator.

11256 people performed as the largest ensemble of body percussionists in the world. This group was trained by just two facilitators from d'frens for a total of 68 minutes over three sessions before breaking a record that has stood for a few years and been unsuccessfully attempted no less than 3 separate times in different countries.

