NEWS | ALLIED INDUSTRY

# Swiggy Scenes launches "Un-Coop Yourself" campaign

The on-ground activation includes an installation that features a life-sized wooden "coop" placed in a public space

By **Sanjiv Das** | December 29, 2025




Swiggy scenes

> WordPress post #38376

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Swiggy Scenes has launched an innovative campaign called "Un-Coop Yourself" to encourage more people to step out of their homes and be a part of year-end parties.

The on-ground activation includes an installation that features a life-sized wooden "coop" placed in a public space. Inside, it recreates a typical at-home New Year's Eve setting, complete with a couch, television, lamp, and a person sitting idly, symbolising how many people end up cooped up alone indoors as the year comes to a close.

Supriya Shankar, VP, Swiggy Scenes, said, "As we bid adieu to 2025 and prepare to step into the new year, we wanted to remind people that the best parties aren't happening on their couches. Un-Coop Yourself is our playful nudge to get people out and celebrate with friends and family. With Swiggy Scenes, discovering hyperlocal events from live gigs and rooftop parties to brunches is as easy as opening the app, where we currently have thousands of events live on the platform. The only thing left to do is show up instead of staying cooped up."

The activation encourages audiences to step inside, interact with the installation, and experience the transformation first-hand. It also directs users to Swiggy Scenes, where they can discover hyperlocal New Year's Eve events from parties and gigs to brunches and live experiences happening across their city.

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Read online: https://nuffoodsspectrum.in/news/30/22993/swiggy-scenes-launches-un-coop-yourself-campaign.html
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