On the 2nd October 2016, one Samuel George, a communicator of the ruling NDC, tweeted a photo of the flagbearer of the opposition NPP sipping on Kalyppo, making fun of him. In solidarity with their flagbearer, supporters of the NPP took on the challenge, and took pictures with Kalyppo.

The time series on over 2200 posts on Facebook shows a peak on the 7th, 8th, and 9th of October. This was not surprising as this was the period around which the NPP launched its manifesto.

Words that ranked in the top ten included kalyppo (and its different variations), nana and challenge. Other words/hashtags which were linked with the #kalyppochallenge were change, #changeiscoming and #nanabeba.