

HUMOUR MARKETING

"HA
HA"
HA"

Pros

It grabs attention

People see a lot of ads daily.
Humorous ads grab attention and make people watch, listen, or read. This increases the possibility of the ad's success.



It adds relatability

Customers enjoy seeing brands understand their views and lives. Using humour in marketing shows a level of understanding and realness that gets people to trust what is being advertised.

It is memorable

Funny ads and marketing campaigns are remembered for much longer than traditional or informative ones. If customers remember your ad, chances are they will think of what is advertised when they are in the need of a service or product.

Can increase brand awareness

Humorous ads are talked about by the public. People want to share in the joke. When people talk about the joke, they will ultimately talk about the brand or product, ultimately increasing brand awareness.

It creates a positive connection

Laughter is positive. People enjoy laughing. When people laugh at an ad, it creates a positive connection and association and it will stay with the customer when they are looking for a service or product.

Cons

It can be offensive to some

Humour in marketing is usually at the expense of a person or group. This might not sit right with that person / group, causing backlash and controversy.

The message can get lost

People often focus on the joke and forget the message of the ad. It can cause people to enjoy the ad, but not necessarily be called into action to buy the product or support the brand.

It can be seen as immature

Making jokes in ads might be viewed as immature, especially if the public views the topic as serious. It can create negative connotations with the brand, or cause customers to support other brands instead.

The joke can be irritating

When a customer sees or hears the ad constantly or on repeat, the joke loses its touch and can become irritating. This can cause customers to ignore the ads or resent the brand / product being advertised.

Humour can fall flat

Humour is subjective and everyone will not find the joke funny or understand the punchline — making it awkward. Customers will not listen to the ad's message or be open to supporting the product / brand being advertised.



funny

Funny Business Solutions And The Art Of Using Humor Constructively

ML Yell



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