

Humor in Advertising

Some of the most memorable advertising campaigns in recent history, regardless of company size and marketing budget, and whether broadcast, print or online-only, have involved humor.

Laughter is good for people

1. Laughter can reduce pain and stress as well as lower blood pressure.
2. Getting people to laugh also makes them more inclined to think positively about a business and buy its products.

Why Humor Works

1. As an audience, consumers most enjoy being entertained instead of pitched
2. Getting people to laugh also makes them more inclined to think positively
3. An emotional appeal can lead to further engagement with your product in the future.

But what makes something funny?

1. A joke that contains something that is unexpected or unfitting. It disrupts expectations in some way.
2. Humor that is situational, anecdotal or character-driven.

The main goal is to always have the product placed prominently just as the laughter occurs. – Businesses want their brand associated with that good feeling.