



When you're afraid to
pronounce "açai" in public.
We get it.

Postm

AGENCY

Humor in Ads

Final Project Presentation

By

Alina Ivanova

Kevin Ulrich

Veronika Basenko

#tuesdayisthetimeforanswers



- Goal
- Theory
- RQ and Assumptions
- Metrics
- Research Design
- Case Study
- Experiment

Overview

Goal



To define
when and why
the use of humor
in advertising
helps promotion

Theory

Up to 70% of ads contain humor

Why?

- Positive emotional connections
- Positive attitude towards brands
- Increases brand recognition
- Helps to stand out and be memorable

**“God is a man” vs.
“God is a woman,”
according to
fan-made playlists:**

- Man - 9 playlists
- Woman - 28,802 playlists

Spotify #2018Wrapped

Brandz.com. (2019).

Chang, W. and Chang, I. (2014). The Influences of Humorous Advertising on Brand Popularity and Advertising Effects in the Tourism Industry

Hesham, D. (2019). *The impact of Humorous Advertising on Consumers Buying, Word of Mouth and Recall.*

Venkatash and Senthilkumar (2015). *Effectiveness of humor advertising on advertising success.*

RQ

- Who and why uses humor in advertising

Assumptions

- The use of humor generally helps promotion
- Humor influences how consumers view the brand
- There are certain spheres where the use of humor helps, and others –where doesn't

LIFE IS SWEETER ON M&M'S®

U melt my heart

U crack me up

This Valentine's Day, get a little personal
Personalized M&M'S® make the day sweeter.

I Love U Jenny

My Heart Skips 4U

m

Show off your sweet side with words and faces on MY M&M'S®. Go to mymms.com and upload a photo, write your personal message of love, and watch her heart melt.

Only online at mymms.com/cupid23

FREE BONUS BAG
of your personalized MY M&M'S® order. Minimum purchase required.
Offer expires 2/13/09. Enter Promo Code: cupid23

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Concepts

Brand awareness

Measured by how successful the brand is

Consumers' perception

What image consumers create when see the commercial and how they treat a brand

Being relatable

*Consumers can relate to the ad and the product, they don't **dream** to own it*

Research Design

Mixed method research

- Case study

Quantitative research

- Experiment





Case study

- To determine, who uses humor in advertising

Separately:

- A list of top brands (Top-50)
- A list of their campaigns
- A list of top humor campaigns
- A list of top non-humor campaigns

Case study. Results

- Amazon
 - Walmart
 - Apple
 - Nike
 - Coca-Cola
 - McDonald's
 - Huawei
 - Google
 - L'Oréal
- This is the list of crossed names between the lists
 - Due to the difference in revenues between sectors, some companies weren't on the list
 - **We found that no luxury brands use humor in their ads**



TRY NOT TO
THINK THAT
THEY'RE ALIVE
WHILE EATING
THEM



SMOSH.com

Case study. Conclusions

- Why some of huge brands that use humor in ads are not on the list of top brands?
 - *Cause the sectors differ too much financially*
- Why companies use humor?
 - *Helps to stand out and get noticed*
 - *Helps to be relatable*
 - *Helps to bond with consumers*

Experiment

- To check the proved earlier assumption that luxury brands don't need humor in their ads

Now, we have hypothesis

- Humor in ads makes the brand more relatable and unformal for consumers
- Luxury brands need to have "distance" to stay luxury for consumers



Experiment. Details

- One sector (e.g. Cars and Chocolate candies)
- To check luxury/mass perception
- Two commercials:
 - ✓ one with humor for a mass segment
 - ✓ one without humor for a luxury segment
- To check humor for being relatable and unformal
- The commercial "wars" between McDonalds and Burger King





Experiment. Rules

- Asked the same questions under each example
- Avoided the main assumption (so that no one knows what we checked)
- Assume, that anyone with the same conditions can run the same experiment and get similar results

Experiment. Results

We proved that:

- 1) consumers describe goods from a luxury sector based on the emotions, don't try to provide "hard" arguments
- 2) consumers perceive goods from humor ads as relatable and unformal
- 3) majority believes that humor "stretches" norms of what's allowed



Lamborghini vs Mercedes

- Speed
- Elegant
- Luxury
- Appearance
- Fancy
- Prestige
- Power
- Beautiful
- Safety
- Smart technology
- Security
- Family brand



Personalized MY M&M'S® Candies
A better way to surprise Mom



Create yours now at mymms.com/mday2

FREE GIFT BOX!

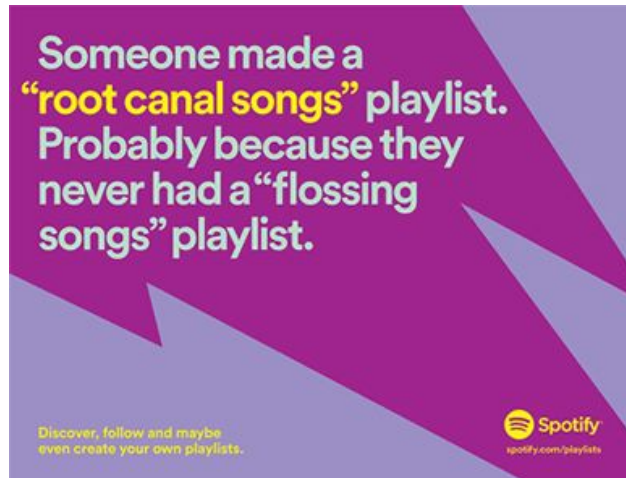
Nothing will make Mom's day like MY M&M'S® Candies with your words and a picture of the two of you. Now you can get a great Mother's Day value - a FREE Signature Gift Box with your order!



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Ferrero Rocher vs M&Ms

- Elegant
- Grown up
- Adult
- Married people
- Intelligent
- Elite
- Old
- Aristocratic
- Teenagers
- Kids
- Rebels
- Mass market
- Living with passion
- Pop-culture people
- Understanding humor



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