

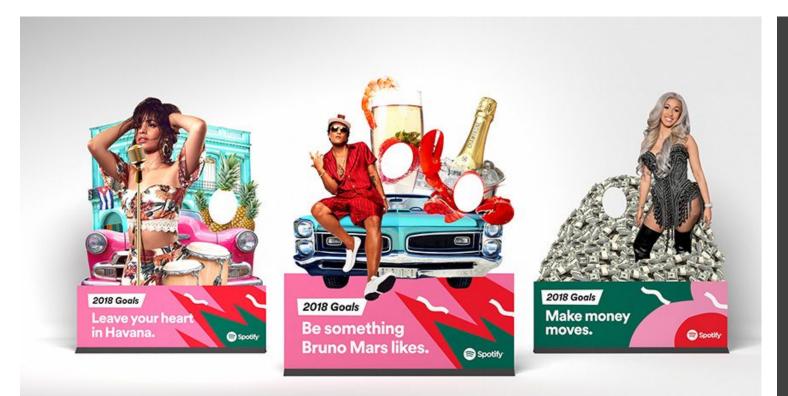
Postm

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

EGENCY

Humor in Ads

Final Project Presentation By Alina Ivanova Kevin Ulrich Veronika Basenko #tuesdayisthetimeforanswers



Overview

Goal Theory RQ and Assumptions Metrics Research Design Case Study Experiment

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



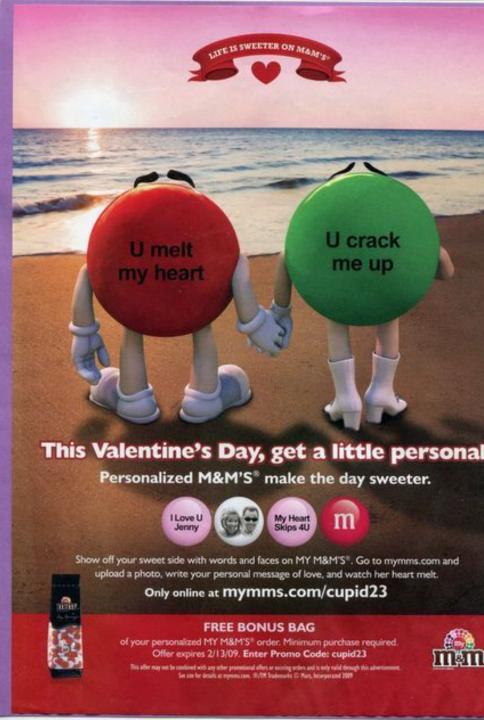
Brandz.com. (2019). Chang, W. and Chang, I. (2014). The Influences of Humorous Advertising on Brand Popularity and Advertising Effects in the Tourism Industry Hesham, D. (2019).The impact of Humorous Advertising on Consumers Buying, Word of Mouthand Recall. Venkatesh and Senthilkumar (2015). Effectiveness 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





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 <u>Separately:</u>

- 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



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

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





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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

Someone made a "root canal songs" playlist. Probably because they never had a"flossing songs" playlist. "I don't know how to make a playlist" is a playlist someone made, somehow.

Discover, follow and maybe even create your own playlists.

Spotify

"DO NOT DELETE THIS AGAIN POOTY OR I WILL END YOU" is a playlist. Be careful, Pooty. They seem serious.

😂 Spotify

Discover, follow and maybe even create your own playlists.

Spotify

otify.com/playlists

Humor in Ads

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