



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 Mouth and 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



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

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



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 informal 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 informal
- 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



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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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