

**This is a document about
humor and advertising.**

Why read it?

Because humor opens wallets.

...How?

Three reasons.



Using humor in ads makes people more likely to buy what you sell*.

* Sources are at the end of this document.





For example, when Snickers launched their funny *You're Not You When You're Hungry* campaign, global sales increased by 15.9%.

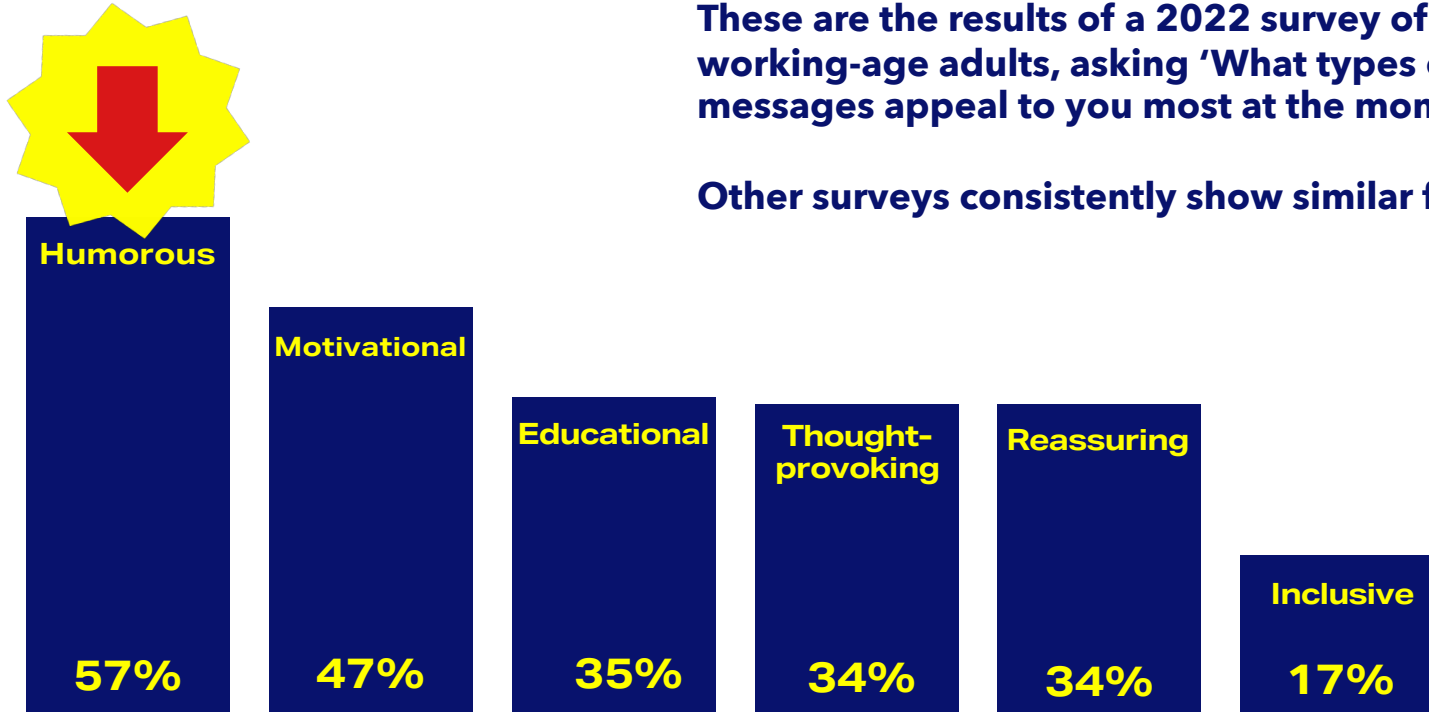
And that was just in the first year.

Humorous messaging appeals to customers more than any other messaging type.



These are the results of a 2022 survey of 2,000 working-age adults, asking 'What types of brand messages appeal to you most at the moment?'

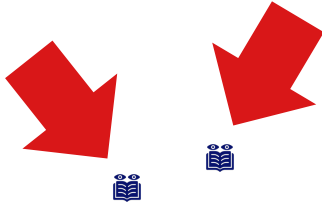
Other surveys consistently show similar findings.



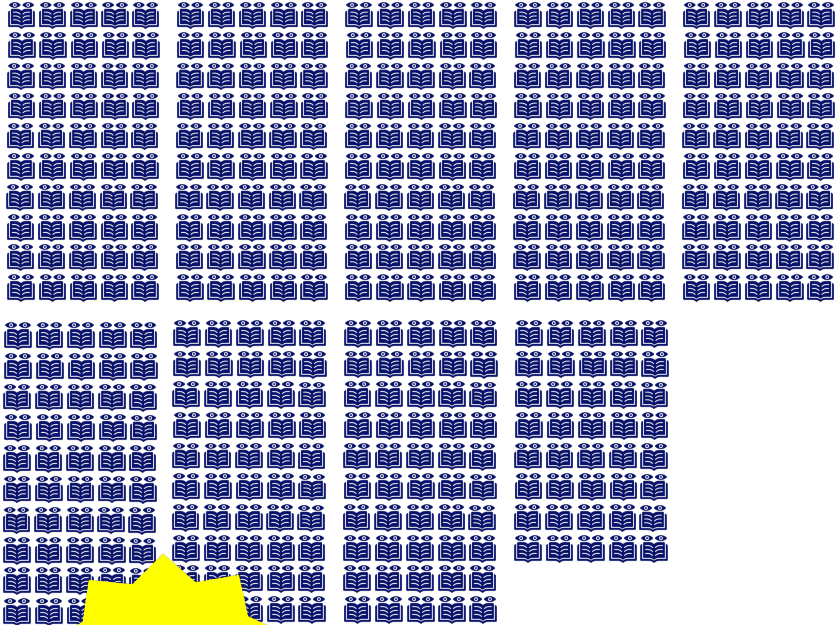
**We know more about the
science of humor than
ever before.**



Between 1900 and 1909 we know of only two academic papers on humor:



Between 2000 and 2009, 440 papers were published:



...That's an increase of 21,900%.



What does this all amount to?



**You might like to think of
humor as a tool.**



**But like any tool, it helps if you
know how to use it properly.**



And this, in short, is what I do.

I can help you in three ways:

- 1. Strategy**
- 2. Creative**
- 3. Training**



Strategy

Using humor well is especially useful to help you achieve one, or more, of these goals:

- **To consolidate your brand's presence**
- **To reposition your brand**
- **To make a deeper impact with a new product launch**
- **To widen your audience**

My methodology is called HumourScope®. It draws deeply on marketing, neuroscience and psychology. I've used it with clients including Epson, Tele2 and Harley-Davidson.



Creative

Ideally this work draws on a strategic foundation, but it can be done independently.

It typically takes one of two forms, often intertwined:

- **Tone-of-voice development**
- **Copywriting**



Training

This might be a Lunch & Learn, or a full workshop.

I'll explain how using humor in your ads can work for you.

I also promise:

- **To include lots of funny ads, so you can see exactly what I'm talking about**
- **To explain anything again, if it's unclear**
- **To stay until you've run out of questions: three minutes or three hours, it makes no difference**



Some of the brands I've been invited to work with



PEPSICO



gettyimages[®]



TELE2
.....



Bloomberg



EPSON



Oh stop it, you're making me blush



'Paddy helped us to really understand how humor works in ads, on emotional, cognitive and social levels. Plus, he's a really nice guy to work with.'



Agris Rencis,
Head of Marketing,
Tele 2 Latvia



Department
for Work &
Pensions

'Paddy's training in humor was an inspiration. I learnt the vital tools in learning how humor works and how to fully engage an audience.'



Deborah Rock,
Executive Officer &
Work Coach, Dept.
for Work & Pensions



'As a Jewish New Yorker, I always thought I knew a thing or two about humor. Then I met Paddy Gilmore.'



George Tannenbaum,
Former ECD,
Ogilvy New York

Biography

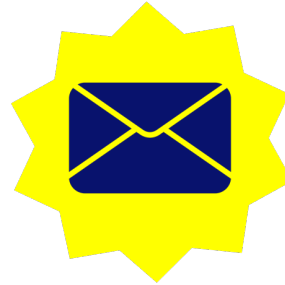
Paddy Gilmore is the founder of Studio Gilmore, The Humor Consultancy. He helps brands become more profitable by advising them on how, when and where to use humor in their communications. Bringing 24 years' experience in advertising, and a Master's degree investigating humor, he has used his HumourScope® methodology with numerous brands including Epson, AIB and Harley-Davidson. Every Monday he helps thousands of people start the week on a happier note through his hit newsletter, *Brands & Humour*.



Let's work together



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Sources

Using Humor in Ads Makes People More Likely to Buy

Eisend, Martin: 'A Meta-Analysis of Humor in Advertising', *Journal of the Academy of Marketing Science*, June 2009

Snickers

Miller, James: 'How Fame made Snickers' 'You're Not You When You're Hungry' campaign a success', *Campaign*, 26th October 2016.

Brand Messaging Types

MarketingCharts.com, January 2022; based on a November 2021 survey.

Academic Papers

Martin, Rod & Ford Thomas, *The Psychology of Humor: An Integrated Approach*, Second Edition, London, Elsevier, 2017, p. 15.

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