

The gentle art of marketing your brand without annoying people.

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STUDIO
GILMORE

**If you run a business,
your no.1 priority is
to get your brand's
name...**

...here.



The problem is **how**

**You could use SEO,
email, radio, social,
blogs, print, TV,
radio, content, and
many, *many* more.**



...But which?

**Marketing used to
be simple.**

Now it feels painful.



What's more, ad blockers are soaring.

Often the only time people read the word 'Ad' is to click on this button.

Depressing, right?

**So what if you could
get your name into
people's heads
effectively and
memorably and
even...**

...cheerfully?

You can. You use humour.

...To which you might say:

**"Ah! I know what's
funny and what isn't."**

...To which I might answer:

**"Great. But how much do
you know about humour
and marketing?"**

If your answer's 'nothing', or 'very little', here are three truths to get you started*.



*** Sources are at the end of this presentation.**

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



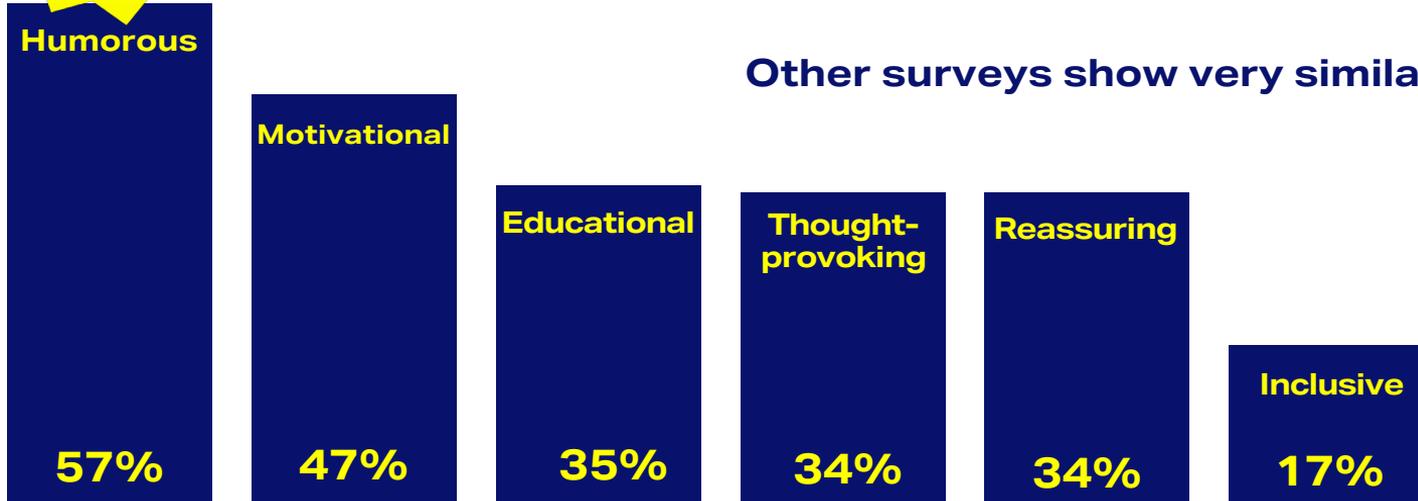
For example, when Snickers launched this funny campaign, global sales increased by 15.9%.

And that was just in the first year.



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





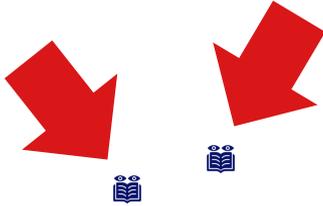
This is a 2022 survey of 2,000 working-age adults. They were asked: 'What types of brand messages appeal to you most at the moment?'

Other surveys show very similar results.

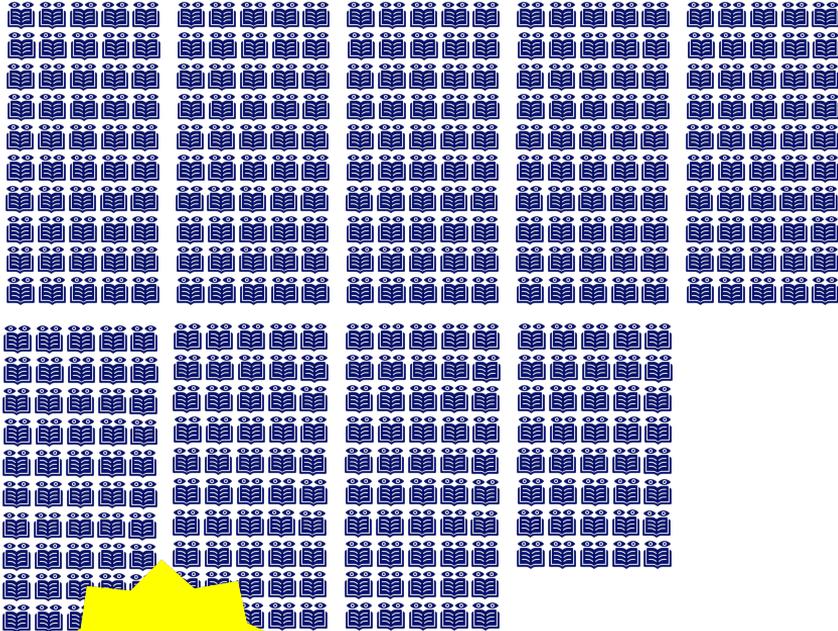
**We know more about the science
of humour than ever before.**



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



Between 2000 and 2009, 440 papers were published:



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



So! You might like to think of humour as a tool in your marketing.

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





**And this, in short,
is what I do.**

**I can help you, and your brand,
in one of three ways:**



Creatively

Educationally

Strategically

Creatively

Typically, you're looking for:

- a funny ad campaign
- a warmer tone of voice
- more invigorated comms

...And you want all of the above underpinned by humour science so you know that it's right for your brand, your products and your audience.

I've done this successfully for Three, Getty Images and Harley-Davidson.



Three's SingltKitty campaign. I was part of the team that developed this hugely effective series of ads.

Educationally

You're creating stacks of content, but want to create funny stuff to really get your brand noticed. That said, you *don't* want humour to backfire. How?

You need, in short, some training.

Brands who I've trained include Iress, Papier and Weavr.



Free
for babies born 9 months from today.

To celebrate Valentine's Day, IKEA is offering parents-to-be a free cot if your baby is born on 14 November 2013. Limit of one cot per baby. Proof of birth must be provided. Voucher must be presented to redeem offer. Delivery not included.

SNIGLAR cot
Normally \$99
74x1137xH84cm.
Beech.

Happy Valentine's Day
(see you in 9 months)



Accessories sold separately. Valid only in South Australia & Western Australia. If stock is unavailable a \$99 IKEA Gift Card will be issued. Offer valid until 14/12/13. © Inter IKEA Systems B.V. 2013. Cotan Pty Ltd (ABN 15 009 156 001)

IKEA stormed Valentine's Day in 2013 with this wonderful ad.

Strategically

Humour makes people more likely to buy what you sell.

But for it to work, you need to know how it best works with your brand, product, proposition and audience.

I can do this for you. On the back of this knowledge you – or your creative agencies – can create 101 effective ad campaigns, or indeed more.

I've done this for brands like AIB, Tele2 and Harley-Davidson.



Zelta Zivtiņa is Latvia's most popular pre-paid card. But as the market leader, they need to watch their back: they contacted me to discover the best types of humour to use in their current campaign.

Most clients chose one of three ways to work with me.

Sometimes they hop from one to the next. A bit like frogs.



An Expert Talk

You can call it a lunch-and-learn.

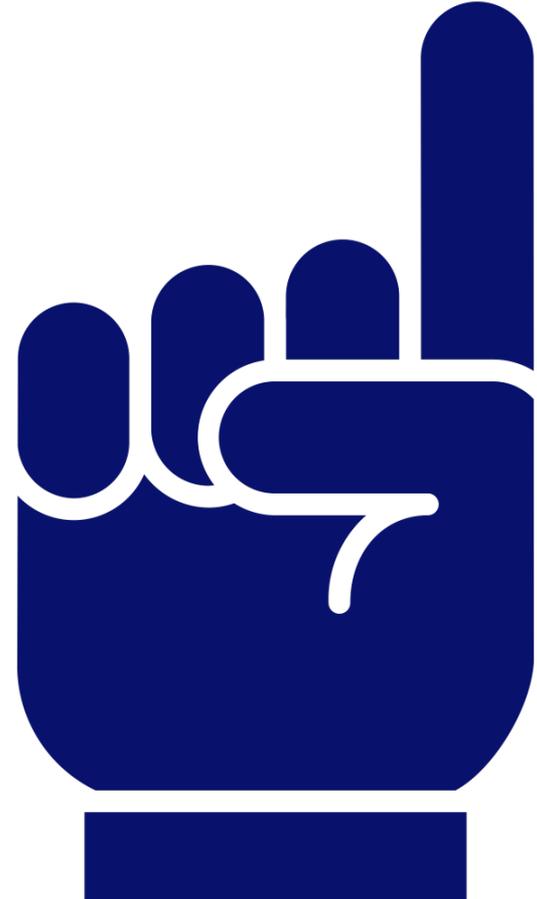
Or an after-dinner speech.

Or a keynote speech.

...Whatever you call it, you get the idea.

Is it right for you? Yes, if...

You want a good, solid overview of humour as used in marketing. And you're on a budget.



A Five-Day Sprint

One day to investigate the problem.

Two days to brainstorm solutions.

Two days to finesse.

Quick, effective and, above all, no messing about.

Is it right for you? Yes, if...

You want results quickly.



A Deeper Project

You need to know how to use humour effectively and safely – not only for your business but your creative agencies. This might be strategic or creative, or indeed both.

You need to know that the humour you use is *right* for you and it reduces/eliminates the possibility of backlash or offence.

Is it right for you? Yes, if...

You need a comprehensive analysis of how humour works, drawing on the latest research in humour science.



My Toolbox

My methodology is called HumourScope®.

It's a way of deeply understanding how humour can work effectively and safely with your brand. It draws on the most intelligent peer-reviewed findings in neuroscience, psychology and marketing, so ensuring you get the best recommendations and advice.

These are a few of the brands who have invited me to work with them.

EPSON



gettyimages®



TELE2

Flattery will get you nowhere



'Paddy helped us to really understand how humour 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 humour was an inspiration. I learnt the vital tools in learning how humour 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 Humour Consultancy. He helps brands find more customers through humour science. Bringing 24 years' experience in advertising, and a Master's degree investigating humour, 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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