

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

**Why read it?**

**Because humour opens wallets.**

**...How?**

**Three reasons.**



**Using humour 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%.**

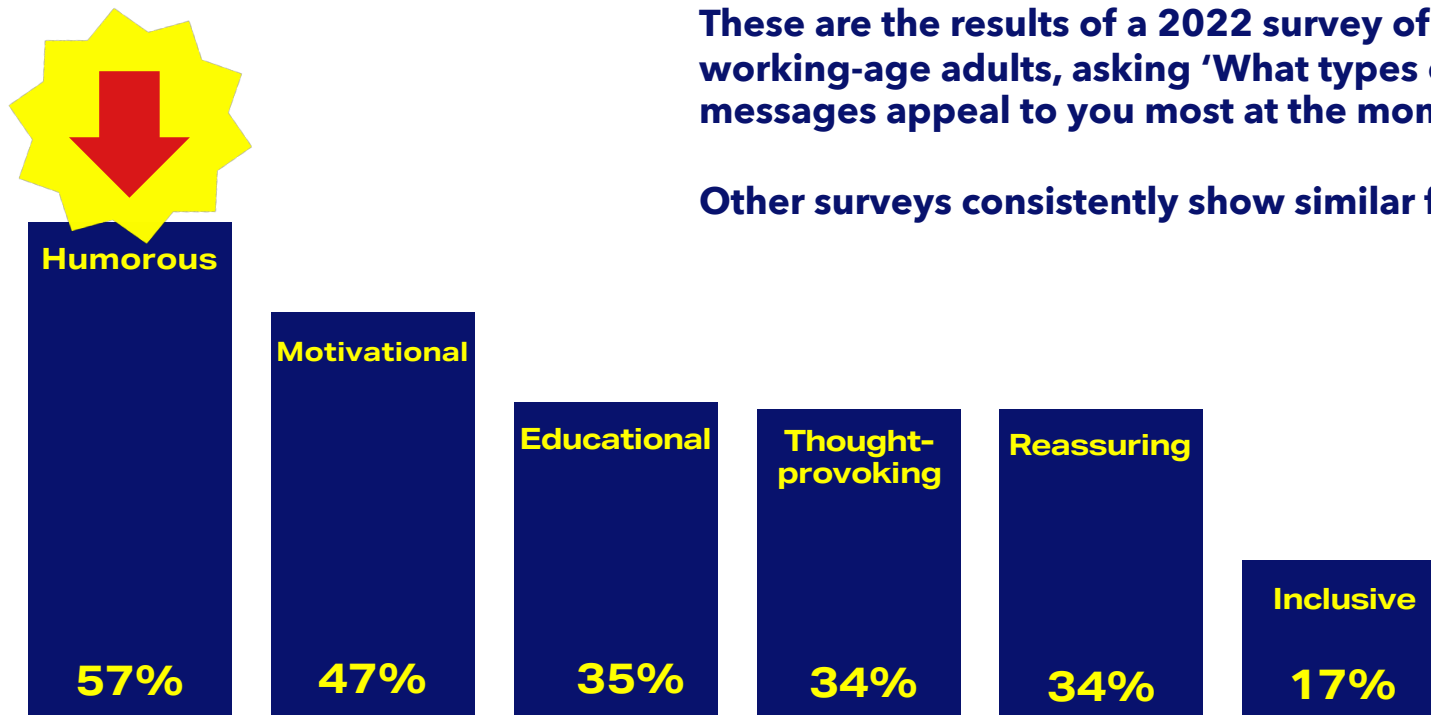
**And that was just in the first year.**

**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.

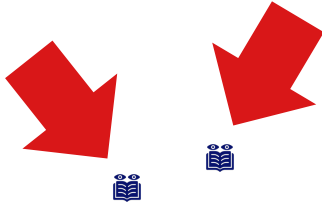


**We know more about the  
science of humour than  
ever before.**

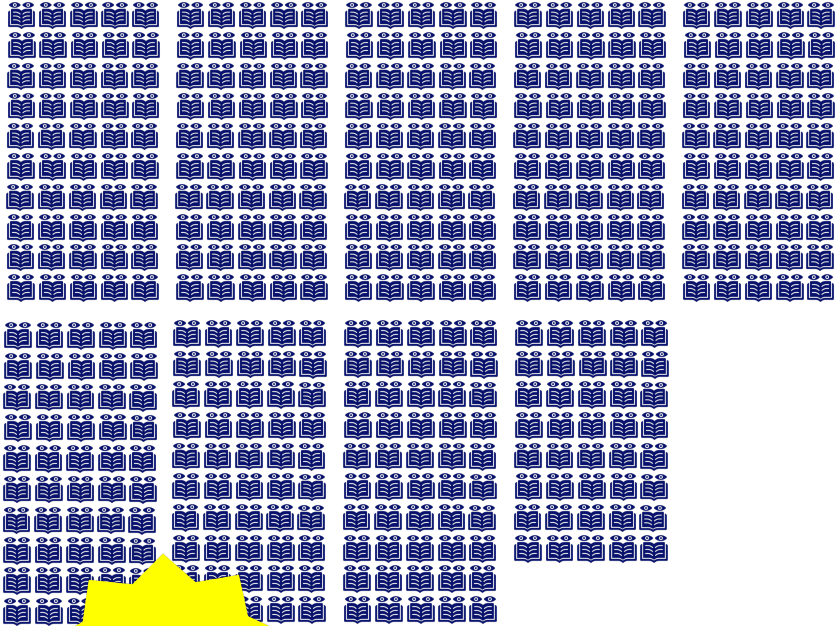




Between 1900 and 1909 we know of only two academic papers on humour:



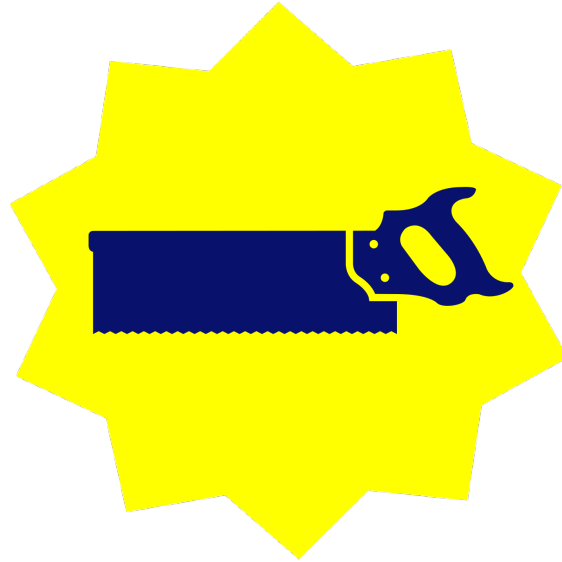
Between 2000 and 2009, 440 papers were published:



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



**What does this all amount to?**



**You might like to think of  
humour 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 humour 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 humour 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**<sup>®</sup>



**TELE2**  
.....



**Bloomberg**



**EPSON**



# Oh stop it, you're making me blush



'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

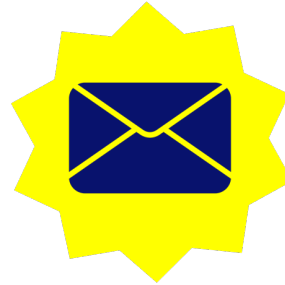
Paddy Gilmore is the founder of Studio Gilmore, The Humour Consultancy. He helps brands become more profitable by advising them on how, when and where to use humour in their communications. Bringing 24 years' experience in advertising, and a Master's degree investigating humour, he has used his HumourScope® 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



[studiogilmore.com](https://studiogilmore.com)



[pg@studiogilmore.com](mailto:pg@studiogilmore.com)



[brandsandhumour.  
substack.com](https://brandsandhumour.substack.com)



+44 (0)7866 538 233

## Sources

### Using Humour 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*, 26<sup>th</sup> 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.

© Studio Gilmore Ltd., 2024.

HumourScope® is a registered trademark.