



**WHITE
LABEL
COMEDY**

TAKE YOUR SOCIALS FROM LOW ENGAGEMENT TO AN ARMY OF RAVING FANS

With Comedy Content ANYONE Can Create

ADAM HUNT

CREATIVE DIRECTOR

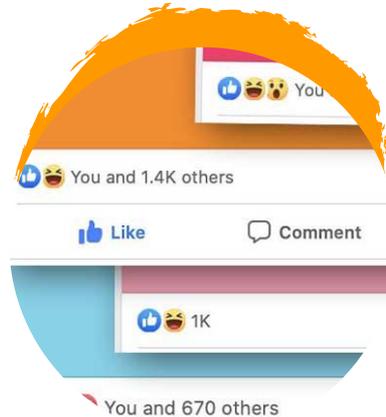
With a career that straddled the worlds of broadcast TV and branded content – Adam has also Produced The One Show (the BBC’s flagship entertainment show, with 4 million viewers on a good night), and generated creative ideas (and written scripts) for brands of all shapes and sizes – including Xbox UK, Uber, Plated.com, Rev, Curaleaf and Magellan Healthcare. He brought together the best comedy writers from his time in TV, and the most talented creatives from his time in advertising, to create the White Label Comedy Hive-Mind.



**WHITE
LABEL
COMEDY**

TODAY'S WEBINAR

Why Engagement
Matters



How Comedy
Changes The Game



10 Ways to Make
Your Audience Laugh

IS COMEDY CONTENT RIGHT FOR US?

Q1) A B

Q2) A B

Q3) A B

Circle Your
Answers



QUIZ
NIGHT



WHY ENGAGEMENT MATTERS

On Facebook, the average post is shown to just _____% of a page's total likes.



WHY ENGAGEMENT MATTERS

The platforms want to fill our feeds with _____.
Their best measure of success is our _____.

**EVERY SINGLE
ENGAGEMENT IS
A SIGNAL THAT**

**MIGHT ALSO
LIKE THIS TOO**

IF YOUR CONTENT ISN'T ENGAGING YOU'RE POURING MONEY DOWN THE DRAIN

The algorithm's _____
Can be inherited from post to post



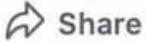


**BRANDS THAT
CONSISTENTLY
ENTERTAIN AND
ENGAGE GET
REWARDED**

With more _____

   You and 1.1K others 37 comments 241 shares

  You and 1.4K others 58 comments 350 shares

 Like  Comment  Share 

   You and 684 others



  1K 15 comments 157 shares

WHY DOES COMEDY CHANGE THE GAME?

COMEDY GETS YOUR AUDIENCE TALKING



COMEDY SELLS WITHOUT SELLING BY KEEPING YOU FRONT OF MIND



Starbucks UK @StarbucksUK

IF BRANDS TOLD JOKES

Don't be alarmed if things seem different this week. Our baristas are working flat out and may accidentally write your name correctly.



Starbucks UK @StarbucksUK

IF BRANDS TOLD JOKES

We're training our baristas to reduce the queues — especially in the middle of names like Adam.

COMEDY TURNS YOUR FOLLOWERS INTO INFLUENCERS (BUT THESE ONES WORK FOR FREE)



HOW MUCH CAN COMEDY MOVE THE NEEDLE?



This post got ___ x the engagement the average brand (according to Statista) could expect



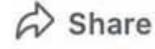
JORDAN GIBERSON

GUILD LIVING

“Adam and the team at White Label Comedy did a wonderful job. They were easy to work with, quick to respond to our queries, and most importantly... they came up with funny and AMAZING content for us. Exactly what we needed. Would highly recommend them!”

   You and 1.1K others 37 comments 241 shares

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 Like  Comment  Share  ▾

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10 WAYS YOU CAN MAKE YOUR AUDIENCE LAUGH



01 - HASHTAG GAMES



British Airways @British_Airways
The Good, the Bad and the Upgrade
#BritishAirwaysAtTheMovies

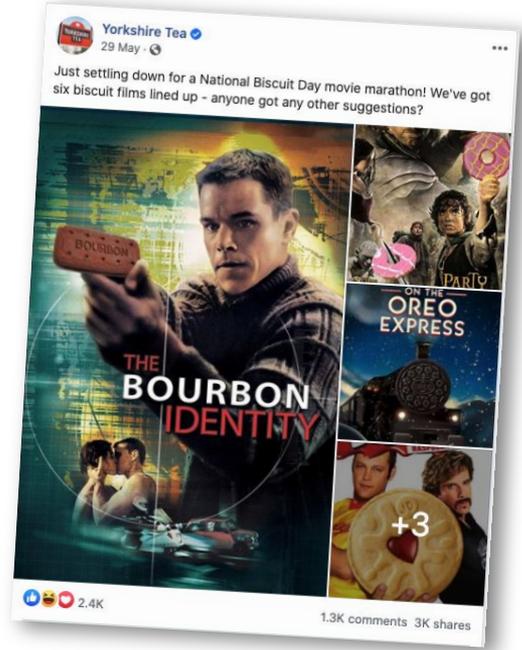
British Airways @British_Airways
The Flyin' King
#BritishAirwaysAtTheMovies

British Airways @British_Airways
Eternal Sunshine of the Spotless Cabin
#BritishAirwaysAtTheMovies

British Airways @British_Airways
The Silence of the Lounge
#BritishAirwaysAtTheMovies

British Airways @British_Airways
Premium Economy: A Space Odyssey
#BritishAirwaysAtTheMovies

British Airways @British_Airways
Singin' in the Plane
#BritishAirwaysAtTheMovies



Getting your audience to write the jokes for you

02 - ASK A SILLY QUESTION



One that's too fun not to answer

SKITTLES @Skittles · Jul 9
What is your favorite SKITTLES and why is it the red one?
3:28 PM · Jul 9, 2020 · Twitter Web App
512 Retweets and comments 5.2K Likes

bede @greedybedey · Jul 9
Replying to @Skittles
the orange one. fools.
1 2 68

SKITTLES @Skittles · Jul 9
fools...??? 🤔🤔🤔
1 2 153
1 more reply

fa @prettyplesse · Jul 9
Replying to @Skittles
its the purple one honey
1 2 113

SKITTLES @Skittles · Jul 9
this isn't honey... this is skittles.
6 9 363
3 more replies

bobbi @todamneedy · Jul 9
Replying to @Skittles
m&m's ❤️
17 5 429

SKITTLES @Skittles · Jul 9
.....
14 11 748

Greggs @GreggsOfficial · Jul 22
If you were on a desert island and you could only bring one Greggs product, what would it be?
1.3K 334 614

Gymshark @Gymshark · May 21
have you cried about not being able to go to the gym or are you normal?
35 435 1.8K

Gymshark @Gymshark · May 21
we've definitely cried
3 12 290

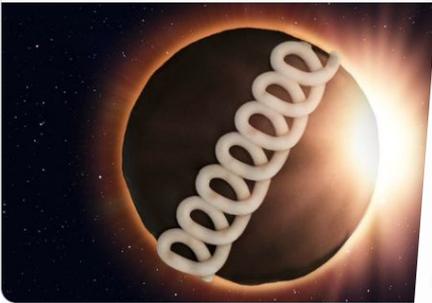
Greggs @GreggsOfficial · Jul 13
Type 'Last time I was in Greggs I' and let your predictive text do the talking...
1.7K 623 1K

03 - SOCIALISE WITH OTHER BRANDS



MoonPie @MoonPie · Aug 21, 2017
Lol ok

Hostess Snacks @Hostess_Snacks · Aug 21, 2017
Hostess has declared Golden CupCakes the official snack cake of the eclipse. #SolarEclipse2017



1.5K 176K 479K

Replies

Josh Weinstein @Joshstrangehill · Aug 21, 2017
Replying to @MoonPie and @thatbilloakley
What a time to be alive.
4 11 146

Hostess Snacks @Hostess_Snacks · Aug 21, 2017
Replying to @MoonPie
"Cake" not pie. There's enough moon to go around.
51 256 1.7K

The Museum of English Rural Life Retweeted

Reading Museum @readingmuseum

We have a Bayeux Tapestry joke but it's (seventy met long

The Museum of English Rural Life @TheMERL · Jul 25
We have a rural history joke, but it's baad.

9:41 AM · Jul 25, 2020 · Twitter Web App

63 Retweets and comments 653 Likes

LEGO @LEGO_Group · Nov 27
The evolution of the truck is here. Guaranteed shatterproof 🤖



1.2K 23.5K 88.9K



04 - EXAGGERATE THE BENEFITS / CONSEQUENCES





05 - MAKE YOUR BENEFITS **LITERAL**



NICK SINGER AROMASTICK



“What can I say other than you did a brilliant job here. It was great getting a fresh perspective on the AromaSticks! We loved all the ideas that you and the team came up with. And if sales are anything to go by - our customers did too!”



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NEW SKILL ALERT: HOW TO WRITE PROPER JOKES





HOW TO WRITE PROPER JOKES

A joke is a statement that travels from
Thing A to Thing B - via a surprise or a
twist that makes them fit neatly together



WHAT
IS
A JOKE?

HOW TO WRITE PROPER JOKES

Step One - List words and phrases associated with you, your brand, your audience and the problems you solve

Starbucks

Fresh coffee
Coffee to go
Names on cups
Somewhere to hang out
Meetings in coffee shops
Dates in coffee shops
Coffee with friends
Somewhere to relax
Breakfast on the go
Working Lunch
Muffins
Espresso
Flat White
Latte
Tasty Drinks
Alternative Milks
Frappuccino
Wakes you up
Beat the afternoon slump
Stay alert when working hard
Toasties
Friendly baristas

HOW TO WRITE PROPER JOKES

Step Two - List words and phrases associated with a topic your audience cares about, and then dig deeper

The Covid-19 Pandemic

Coronavirus

Global, deaths, symptoms shielding, self-isolating, cough, testing, swabs, vaccine.

NHS

Clap for the NHS, Thu flattening the curve.

Face Masks

PPE, homemade mas transport, can't see pe

Lockdown

Stay indoors, online sl banana bread, Netflix, closed, daily exercise,

Social Distancing

Two metre rule, no hu meet-ups, groups of 6

Essential Shopping

Panic buying, toilet roll, queuing, non-essential shops reopen, one way system, essential workers.

Government

Boris Johnson, Daily briefing, Dominic Cummings, Matt Hancock, Priti Patel, slow to respond, Stay Alert Save Lives Control The Vieras, Track and Trace App.

Homeschooling

Online classes, juggling with work, kids at home, kids' TV, GCSEs and A Levels cancelled.

Working from home

Working in Pajamas, Zoom meetings, work / life balance, working from bed, home office, no commute.

Furlough

80% wages, not allowed to work, lots of free time, uncertainty, "unprecedented" Rishi Sunak.

Travel Restrictions

Quarantine, no summer holidays, empty trains, crowded tubes, barnard castle, essential travel only.

HOW TO WRITE PROPER JOKES

Step Three - Use lateral thinking to identify amusing contrasts and similarities.

You can get second-hand bargains in a charity shop - but you shouldn't buy second hand coffee.

Coffee wakes you up in the morning, your shopping bill will keep you up at night.

Baristas normally get your name wrong, but now town centres are mega busy, they might accidentally get it right.

Other shops get your name right, but only because they're harvesting your personal data.

If other places wrote your name on all your purchases, you'd never lose anything again.

The reopened shops have massive queues - starbucks cups have misplaced Qs. In names that shouldn't even have Qs in!

Morning coffee is officially essential. Haircuts, dental treatment and support charities - not so much.

Starbucks = Latte before work. H&M = Late for work.

HOW TO WRITE PROPER JOKES

Step Four – Take us from A to B
via the Surprise Twist.

The reopened shops have massive queues - starbucks cups have misplaced Qs. In names that shouldn't even have Qs in!

We're training our baristas to reduce the queues.

Especially in the middle of names like Adam.



IF BRANDS TOLD JOKES



Starbucks UK @StarbucksUK

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06 - SHOW YOUR AUDIENCE YOU “GET IT”



Pret @Pret

Make your Zoom meeting feel like the real thing by ordering a Pret platter and muting your boss.

#PretDelivers



Shopify @shopify

There's a fine line between how you run a small business, and how you ruin it.



British Airways @British_Airways

Face Masks have really been taking off lately. Lucky gits.



M&S @marksandspencer

New rules mean we can't allow your partner to wait outside the changing rooms. But don't worry — we've installed a mannequin that sits there and mumbles “yeah, looks good” while staring at its phone.



Shopify @shopify

According to a recent survey, business owners waste up to 18% of their time on non-essential activities. Like surveys.





07 - BREATHE FRESH LIFE INTO STALE CONTENT

And make your blogs an irresistible read



Six Sells @SixSellsUK

Letting leads slip away is a surefire route to business failure, especially for a dog walker.



The Ultimate Guide to Local Business Lead Generation
sixsells.co.uk



Shopify @shopify

The worst thing about being a sole trader? Catching yourself by the kitchen sink gossiping. About yourself.



The Sole Trader's Survival Guide - Week Four
Shopify.com



08 - BREAK THE NEWS

And the story can carry your content even further than the jokes

WHITE LABEL COMEDY

THE SMM ROAST
THE ONLY SOCIAL MEDIA MARKETING
INDUSTRY NEWS YOU NEED

TWIT-COIN HACK

Twitter says last week's major cyber-attack targeted 130 celebrity accounts. This suggests the hackers were Twitter purists, as they stuck to the old 140 character limit.



09 - TAKE A STAND

Mark Schaeffer: “Two thirds of consumers would boycott a brand if it didn’t take a stand on the issues that mattered most to them”



Durex UK @durexuk

We've been beaten. Telling people you don't think Dominic Cummings did anything wrong is now officially the most effective contraceptive.

#Awkward



Ginsters @therealginsters

The only thing flakier than our perfect pastry:



10 - EDUCATE, INFORM, AND PERSUADE

GAME

GAME.co.uk @GAMEdigital

IF BRANDS TOLD JOKES

Mask up, Pokemon trainers! Turns out you don't want to catch 'em ALL.



Greggs @GreggsOfficial

IF BRANDS TOLD JOKES

Think of it as an investment. When this is all over, that mask will make a great little pasty hammock.



STA Travel UK @STATravel_UK

IF BRANDS TOLD JOKES

They say travel broadens the mind. Luckily you haven't done any, so your mask will still fit.



WHITE LABEL COMEDY

IF BRANDS TOLD JOKES



COSTA COFFEE

Costa Coffee @CostaCoffee

Thank you for wearing a mask when you come in for a coffee. Sorry, one second... *shouts* I've got a flat white for Mmphlerph!

**NOW YOU'RE
READY TO
ENTERTAIN,
ENGAGE AND
SELL!**



WANT TO GET TV'S BEST COMEDY WRITERS CRAFTING CONTENT FOR YOUR BRAND OR BUSINESS?

Find out more about our
PAYG Content Packs, and our
Managed Social Packages

