



**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

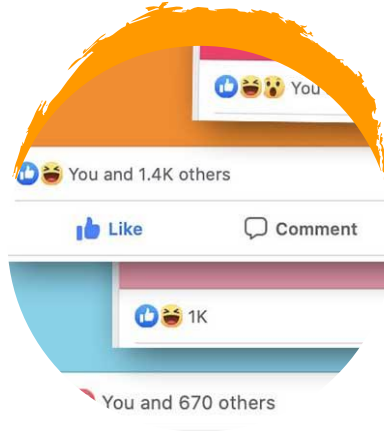
With a career that straddled the worlds of broadcast TV and branded content – Adam has also Produced The One Show (the BBC's flagship entertainment show, with 4 million viewers on a good night), and generated creative ideas (and written scripts) for brands of all shapes and sizes – including Xbox UK, 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  
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# 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



  1K

15 comments 157 shares

   You and 684 others

# 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

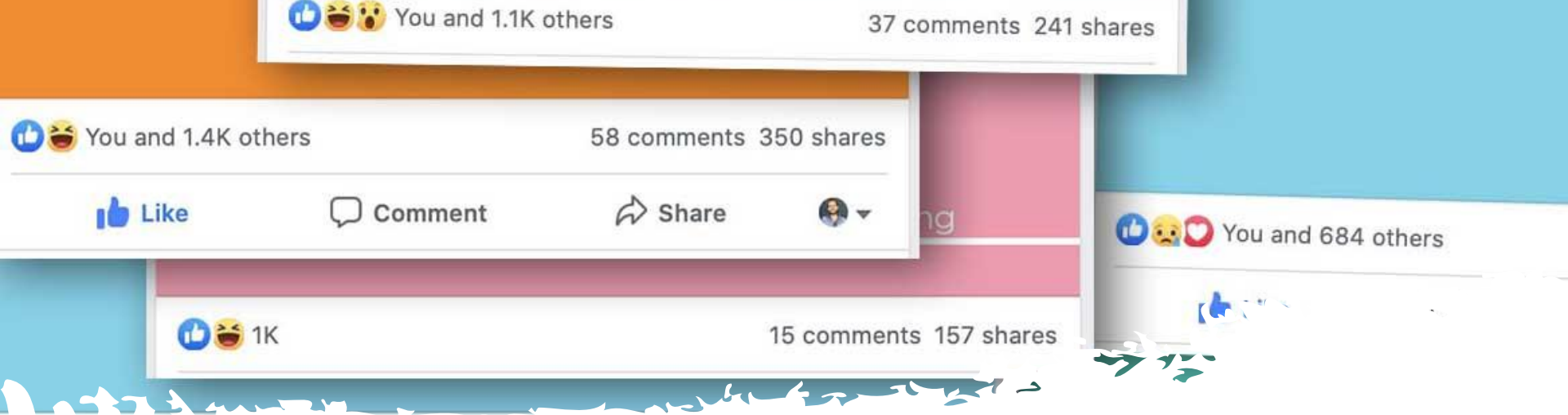




# JORDAN GIBERSON

## GUILD LIVING

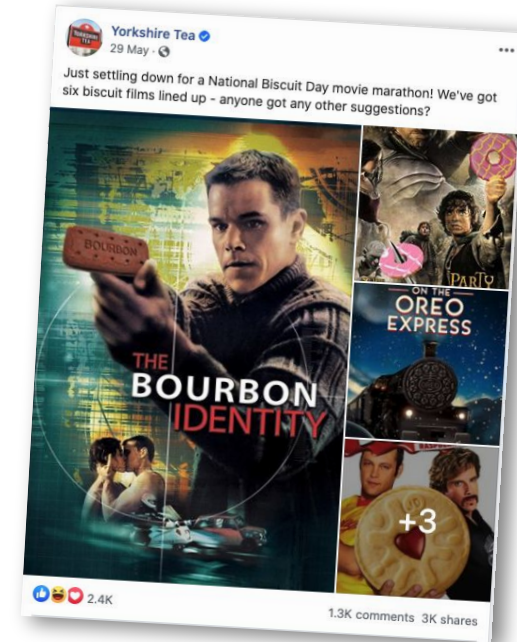
“Adam and the team at White Label Comedy did a wonderful job. They were easy to work with, quick to respond to our queries, and most importantly... they came up with funny and AMAZING content for us. Exactly what we needed. Would highly recommend them!”



# 10 WAYS YOU CAN MAKE YOUR AUDIENCE LAUGH



# 01 - HASHTAG GAMES



Getting your audience to  
write the jokes for you

# 02 - ASK A SILLY QUESTION



One that's too fun not to answer



# 03 - SOCIALISE WITH OTHER BRANDS







# 04 - EXAGGERATE THE BENEFITS / CONSEQUENCES





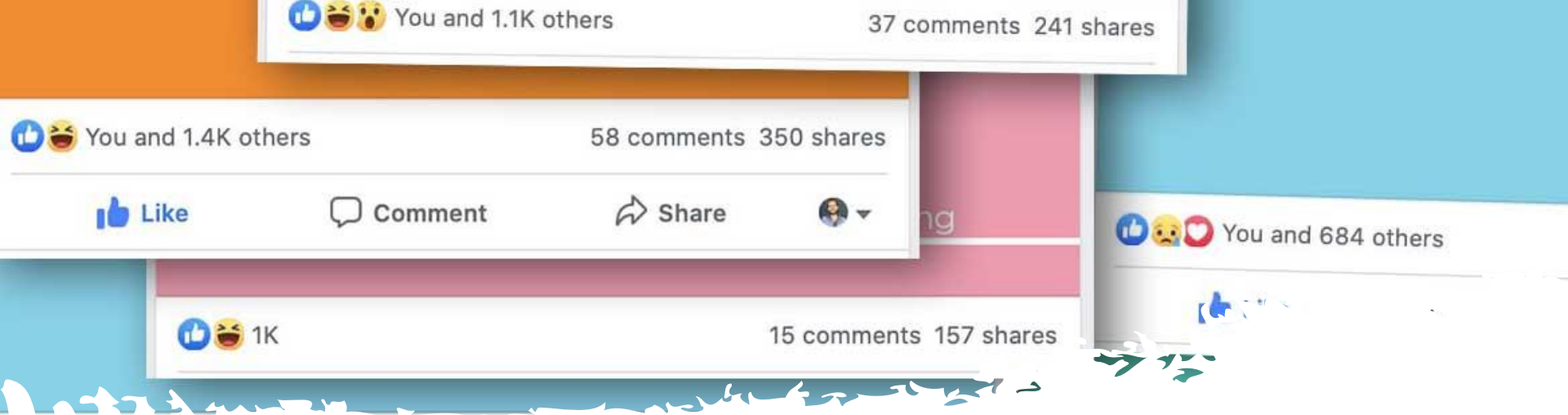
# 05 - MAKE YOUR BENEFITS LITERAL



# 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!”





# 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, Thru flattening the curve.

### Face Masks

PPE, homemade masks, transport, can't see people

### Lockdown

Stay indoors, online shopping, banana bread, Netflix, closed, daily exercise, social distancing

### Social Distancing

Two metre rule, no hugging, 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 Virus, 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

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

# 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.







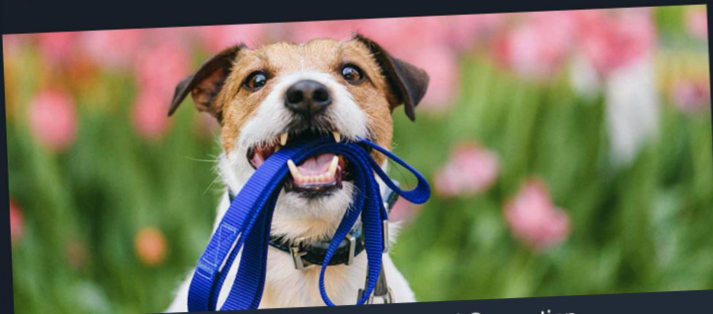
# 07 - BREATHE FRESH LIFE INTO STALE CONTENT

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.

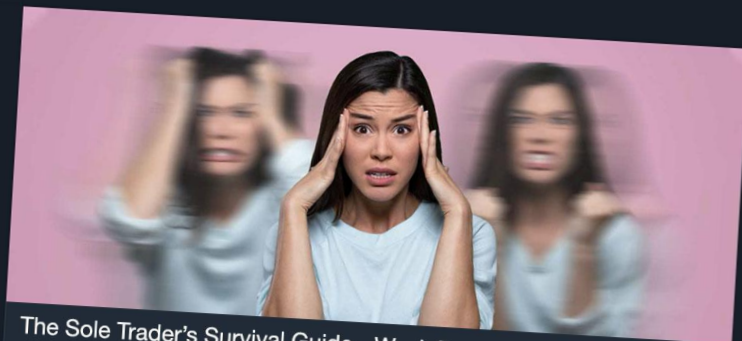


The Ultimate Guide to Local Business Lead Generation  
[sixsells.co.uk](https://sixsells.co.uk)



**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](https://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

