



**HOW TO USE COMEDY CONTENT  
TO SUPERCHARGE ENGAGEMENT  
AND REACH ON SOCIAL  
WITHOUT RISKING YOUR  
BRAND'S REPUTATION**



**WEBINAR  
WORKBOOK**



**WHITE  
LABEL  
COMEDY**

# 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**



HOW MANY OF YOU WISH YOUR  
**SOCIAL CONTENT** WAS MAKING  
MORE OF AN **IMPACT**?



**WHITE  
LABEL  
COMEDY**



**HOW MANY OF YOU WOULD LOVE  
NEXT MONTH'S SOCIAL STATS TO  
BE THE BEST YOU'VE EVER SEEN?**



**WHITE  
LABEL  
COMEDY**



HOW GREAT WOULD YOU FEEL IF  
**YOUR CONTENT** WASN'T JUST  
"SCROLL-STOPPING" - EVERYONE  
WAS **WAITING FOR YOUR NEXT**  
**POST WITH BATED BREATH?**



**WHITE  
LABEL  
COMEDY**

# THAT'S THE POWER OF COMEDY CONTENT LIKE THIS

**Taxonomy is:**  
A hierarchical classification system that organises things into specific categories.

**Taxonomy isn't:**  
The cry from an Italian offering to pay your VAT.

The A to Z  
of Digital Asset  
Management



**AssetBank** @brightassetbank  
Today's #SecretLifeofAssets exclusive comes from a recently converted JPEG.

Feels great to finally retire. When you're a GIF you're always on the move...  
JPG



**ToonedUp Gifts** @ToonedUp  
When choosing a best man, consider picking an ugly one with a terrible personality. That way you probably won't have to return the favour.

**ToonedUp Gifts** @ToonedUp  
When someone says "It went without a hitch!"

**ToonedUp Gifts** @ToonedUp  
They're called your in-laws because soon you'll be legally required to pretend you don't hate them.

#WeddingGlossary

YOUR BIG PRESENTATION | YOUR WEDDING DAY



Guided Lab  
19 April at 14:11 · G2  
Did you know - according to a recent survey bathers are most likely to go for a soak on a Sunday - with 14 reporting regularly singing in the bath compared to 135 that tried to bath out a lull in the shower! (Victoria Plumbers). <https://www.guidedlab.co.uk/guide-146/whats-bath/>

“ THESE DAYS GETTING MY LEG OVER JUST MEANS SUCCESSFULLY GETTING IN AND OUT OF THE BATH. ”  
Guid Living

John Harding lol too true  
Like Reply · 0

John Thompson I don't have that problem  
Like Reply · 0

Linda Al-remal  
Like Reply · 0

George Noga  
Like Reply · 0

Jeanne Stephen  
Like Reply · 0

Garth Giesbrecht  
Like Reply · 0

James Pierce My coming on  
Like Reply · 0

Brenda Hewitt Oh  
Like Reply · 0

Frank Bateman What's that  
Like Reply · 0

Silvana Wilho Top  
Like Reply · 0

Margaret Davies Same here those memories haha  
Like Reply · 0

Mai Ashwin So true lol prefer  
Like Reply · 0

Parvati Hollins Couldn't even do that. Had to have walk in shower first.  
Like Reply · 0

Jenny Fern Those were days!  
Like Reply · 0

Steve Robinson  
Like Reply · 0

Jean Collins Too  
Like Reply · 0

Heathie Buchanan  
Like Reply · 0

Maureen Watson  
Like Reply · 0

Patricia Brown  
Like Reply · 0

Shan Stewart  
Like Reply · 0

Doreen Cross  
Like Reply · 0

Geoffrey Thomas Richards Or in and out of my bed  
Like Reply · 0

Dave Hammonds Know  
Like Reply · 0

Valerie Lee Know the feeling  
Like Reply · 0

LOL

# BY THE END OF TODAY, **YOU WILL KNOW...**

- How to break down your audience, and your brand message, into the three ingredients you need to craft comedy content any audience will go crazy for.
- Our foolproof method for making sure branded comedy content has maximum impact and zero risk of backfiring.
- One super simple four-step technique that **ANYONE** can use to write jokes that entertain, engage and sell.

The logo for White Label Comedy is a white circle with a thin grey border. Inside the circle, the words "WHITE LABEL COMEDY" are stacked vertically in a bold, orange, sans-serif font.

**WHITE  
LABEL  
COMEDY**

# STICK AROUND UNTIL THE END, AND YOU'LL GET AN AWESOME FREE GIFT

**WHITE LABEL COMEDY**

**MAKE YOUR AUDIENCE LAUGH, MAKE THAT AUDIENCE LOVE YOU**  
(10 WAYS YOU CAN DO BOTH)

**01 - HASHTAG GAMES** **EASY**

- Great Avocado and Egg - Avocado Toast and Egg on Instagram
- Avocado Toast and Egg - Avocado Toast and Egg on Instagram
- Avocado Toast and Egg - Avocado Toast and Egg on Instagram
- Avocado Toast and Egg - Avocado Toast and Egg on Instagram
- Avocado Toast and Egg - Avocado Toast and Egg on Instagram
- Avocado Toast and Egg - Avocado Toast and Egg on Instagram

**07 - BREATHE FRESH LIFE INTO STALE CONTENT** **MEDIUM**  
And make your blogs an irresistible read

- 07 - Breathe Fresh Life Into Stale Content
- 07 - Breathe Fresh Life Into Stale Content
- 07 - Breathe Fresh Life Into Stale Content

**05 - MAKE YOUR BENEFITS LITERAL** **EASY**

**Samsønitē**  
Hi-Fi Spinner

*One holiday romance that will actually last!*





One of these posts was written by a hive-mind of TV's best comedy writers. Any guesses which one?

And how many more Likes, Comments and Shares did it get?

**WHITE  
LABEL  
COMEDY**





# OUR BIGGEST SECRETS REVEALED

- 1 - The ONE THING Facebook, Twitter and LinkedIn value over and above Ad Revenue - and how you can use it to your advantage.
- 2 - The PSYCHOLOGY OF COMEDY - and why it has such a profound effect on how much your audience know, like and trust your brand.
- 3 - The foolproof way to break down ANY BRAND and its audience into the ingredients you need to write JOKES THAT HAVE ZERO CHANCE OF BACKFIRING.
- 4 - A simple technique for turning those ingredients into jokes that entertain, engage and sell (SO SIMPLE ANYONE CAN FOLLOW IT).



**1 - THE ONE THING FACEBOOK,  
TWITTER AND LINKEDIN VALUE  
OVER AND ABOVE AD REVENUE**

**(AND HOW YOU CAN USE IT TO  
YOUR ADVANTAGE)**



**WHITE  
LABEL  
COMEDY**

# IS ANYONE EVEN SEEING MY POSTS?

AUDIENCE  
OF 10,000

FACEBOOK  
ORGANIC  
REACH  
5.5%  
(550)

TWITTER  
ORGANIC  
REACH  
3.6%  
(360)

My total social audience is

\_\_\_\_\_

My average posts's organic reach is

\_\_\_\_\_

% of audience NOT seeing my posts is

\_\_\_\_\_

# IT USED TO BE SO EASY

10 years ago, the average facebook post was shown to \_\_\_\_\_% of a page's followers



**IS ANYONE EVEN  
SEEING MY POSTS?**





# WHY ENGAGEMENT MATTERS

If my posts aren't being seen by anyone, it's because \_\_\_\_\_

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EVERY SINGLE  
 ENGAGEMENT IS  
 A SIGNAL THAT  
 OTHERS LIKE US  
 MIGHT ALSO  
 LIKE THIS TOO

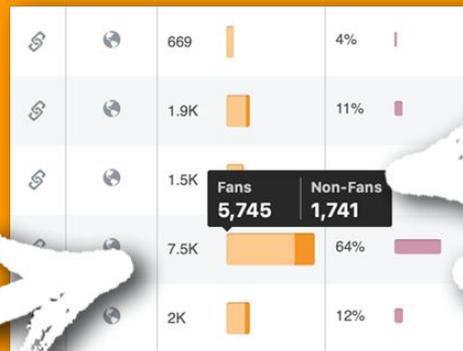
**IF YOUR CONTENT  
ISN'T ENGAGING  
YOU'RE POURING  
MONEY DOWN THE  
DRAIN**





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

# COMEDY DIRECTLY DRIVES ENGAGEMENT



ORGANIC REACH

CONTENT SHOWN TO "NON-FANS" TOO

ENGAGEMENT RATE (% OF ORGANIC REACH)



## BOOSTING ORGANIC REACH (THE EYES ON YOUR CONTENT) AND INCREASING YOUR ROI

**“WE ALREADY GET GREAT  
RESULTS BY BOOSTING OUR  
POSTS THOUGH...”**

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**WHITE  
LABEL  
COMEDY**

# PAID ADS AND BOOSTED POSTS ALSO GET CHEAPER WHEN YOUR AUDIENCE IS ENGAGED

Ad name	Results	Cost per result	Reach	Impressor	CPM (cost per 1,000 impressions)
Copy 5 - KFC - If the Colonel was a Comedian	New ...	—	1,726	1,786	£6.30
Copy 5 - Curly Guy, Supercharge Engagement and g...	—	Per New...	216	303	£6.50
Copy 5 - KFC - No Kahunas	—	Per New...	616	661	£7.76
Copy 5 - KFC - Reframed Beliefs + Colonel Comedian	1	£12.67	1,597	1,622	£7.81
Copy 5 - KFC - Reframed Beliefs	7	£5.80	3,707	4,174	£9.73
Copy 5 - KFC	23	£3.34	6,684	7,598	£10.10
Copy 5 - KFC - Kern Style	1	£6.78	513	535	£12.67
Copy 5 - Bowser	—	Per New...	167	172	£13.14
Copy 5 - Number Two	9	£8.19	4,806	5,543	£13.29
Copy 5 - Specsavers	—	Per New...	327	373	£14.21
Copy 5 - Shopify TTO - Gossip Image	4	£6.25	1,448	1,701	£14.69
Copy 5 - Granny, Supercharge Engagement and get ...	64	£5.99	15,728	23,398	£16.37
Copy 5 - Shopify TTO - Surveys Image	—	Per New...	341	366	£16.86
Copy 5 - Shopify TTO Video	2	£13.85	1,275	1,483	£18.68
Copy 5 - "Animated Engagements" Video	4	£7.58	1,055	1,326	£22.87

£6.30

THE SAME AUDIENCE  
THE SAME OFFER

CPM ALMOST  
4X THE PRICE

£22.87

**THE ONE THING FACEBOOK,  
TWITTER AND LINKEDIN VALUE  
OVER AND ABOVE AD REVENUE?**

**USER EXPERIENCE**

**CONTENT YOUR AUDIENCE  
ACTIVELY ENJOYS  
ENGAGING WITH**

**WHITE  
LABEL  
COMEDY**

## 2 - THE PSYCHOLOGY OF COMEDY

**(AND WHY IT HAS SUCH A  
PROFOUND EFFECT ON HOW  
MUCH YOUR AUDIENCE KNOW,  
LIKE AND TRUST YOUR BRAND)**

**WHITE  
LABEL  
COMEDY**

# COMEDY GETS YOUR AUDIENCE TALKING



# A GOOD SENSE OF HUMOUR PROVES YOU'RE "ONE OF US"



**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 SELLS WITHOUT SELLING BY KEEPING YOU FRONT OF MIND

**Taxonomy is:**  
A hierarchical classification system that organises things into specific categories.

**Taxonomy isn't:**  
The cry from an Italian offering to pay your VAT.

The A to Z  
of Digital Asset  
Management



**AssetBank** @brightassetbank

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





**“ISN’T COMEDY A BIT RISKY,  
THOUGH?!”**

**“WHAT IF WE ALIENATE OUR  
AUDIENCE? OR GET BAD PRESS?”**



**WHITE  
LABEL  
COMEDY**

**3 - THE FOOLPROOF WAY TO  
BREAK DOWN ANY BRAND AND ITS  
AUDIENCE INTO THE INGREDIENTS  
YOU NEED TO WRITE JOKES**

**(THAT HAVE ZERO CHANCE  
OF BACKFIRING)**

**WHITE  
LABEL  
COMEDY**

# COMEDY IS ONLY RISKY IF YOU DON'T KNOW WHAT YOU'RE DOING



# COMEDY 101: EVERY JOKE HAS TWO HALVES

IF YOU GET BOTH  
INGREDIENTS FROM A  
SAFE SOURCE, YOU'LL  
WRITE A SAFE JOKE

WHITE  
LABEL  
COMEDY

IF BRANDS TOLD JOKES



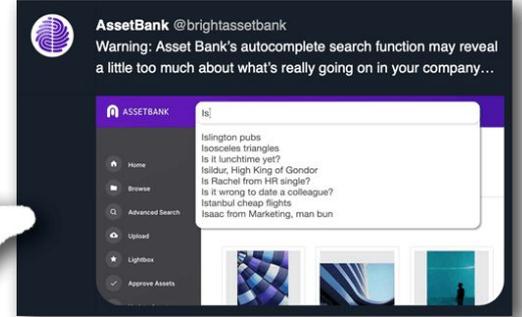
British Airways @British\_Airways  
Face Masks have really been taking off lately. Lucky gifts.

# THE WHITE LABEL COMEDY BSOH BREAKDOWN MATRIX

	Features	Detect Dup's	Bulk Upload	External Upload	User Permissions	Approval Flows	Consent Forms	Manage Rights	AI Tagging	Autocomplete	Saved Searches	External Sharing	CMS Integration	SSO-Ready	Embargo Feature	
Benefits	Save Time															
Easy to Use																
Flexible																
Powerful Stats																
Reliable																
Fast Upload																
Easy Integrations																
Great Support																
Good Value																

**Pop Culture**  
 Love Island  
 Boyzone  
 In A Celebrity  
 The X-Factor  
 Who  
 Oscars  
 The Wave  
 F-19  
 S Election

**Related Topics**  
 User Experience  
 Marketing  
 Content  
 Remote Work  
 Management  
 Leadership  
 Design  
 Photography  
 Video Editing  
 Trends





**“WE COULD NEVER WRITE JOKES  
LIKE THIS IN-HOUSE, SURELY?!”**



**WHITE  
LABEL  
COMEDY**

**4 - HOW TO WRITE JOKES THAT  
ENTERTAIN, ENGAGE AND SELL**

**USING A TECHNIQUE SO SIMPLE  
ANYONE CAN FOLLOW IT**

**JOIN US LIVE  
FOR THIS ONE!!**

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**WHITE  
LABEL  
COMEDY**

**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](#)

