



**WHITE  
LABEL  
COMEDY**

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# MARKETING USED TO BE EASY

But consumers are so much more savvy than they used to be. Constantly bombarded by messages – it's harder than ever for brands to break through

We're used to having people try and sell us stuff. Our guard stays up, unless you find a way to bring it down.

## LOSERS WILL STICK TO THE OLD WAYS

Paying more and more money, for less and less engagement.

## WINNERS WILL ADAPT

Creating content that people don't just engage with, but actively seek out.

# COMEDY CONTENT ENGAGES AUDIENCES, MAKES THEM LOVE YOUR BRAND, AND GETS THEM READY TO BUY

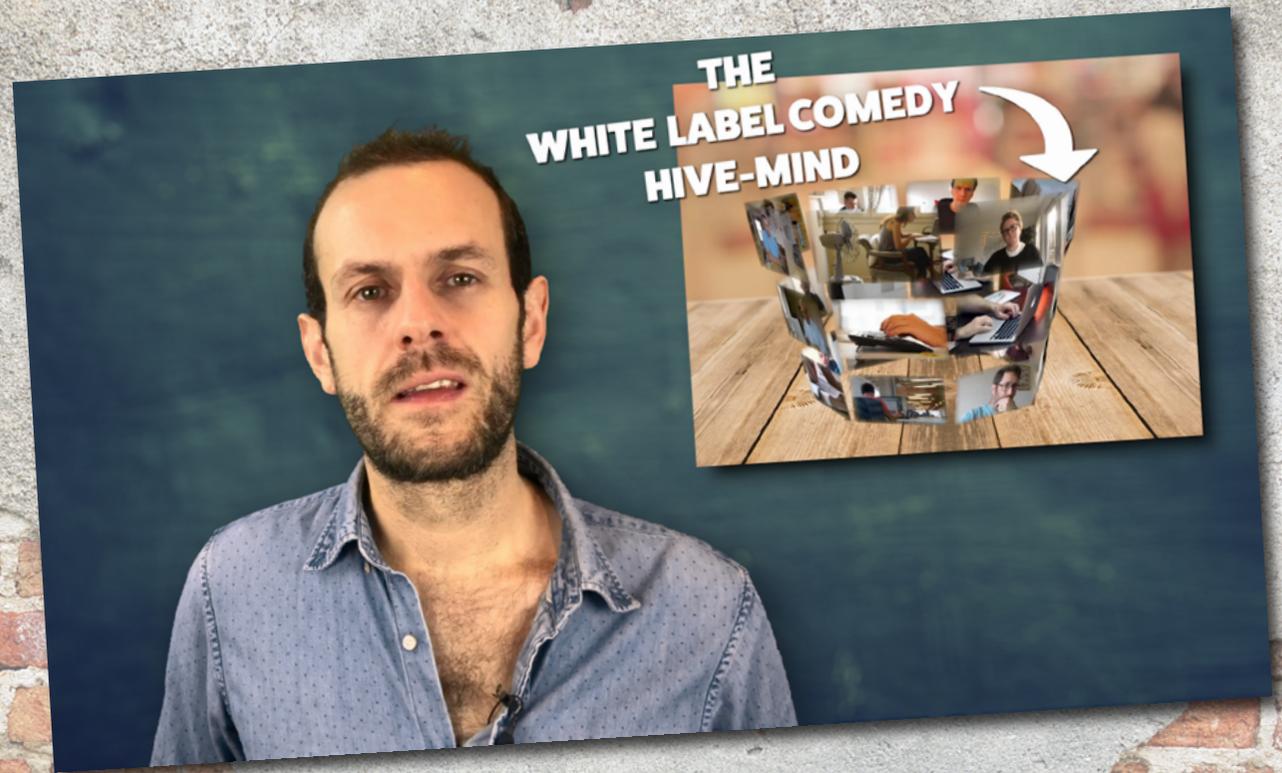
People don't want to buy from faceless brands waving coupons, vouchers and deals. They want to buy from brands with personality. Brands they feel an affinity to. A connection with.

Imagine a world where not only have you got your sales message hidden just far enough below the surface that our guard stays down and we stay receptive – the content goes viral.

**Massive amplification.**

## THAT'S THE WORLD WE WANT TO HELP YOU BUILD

# WHO WE ARE



A hive-mind of the UK's best Comedy Writers, TV Producers and Advertising Creatives working together to craft compelling content that entertains, educates, and engages audiences.

With up to 30 writers contributing at any one time, that's a hive-mind of 30 different angles, perspectives and sensibilities - creating content with broad appeal that's still laser-focused.

Able to adapt their style (and sense of humour) to match the sensibilities of any given audience - the White Label hive-mind are just as good at adding a 'light touch' humorous flair to factual and fact-ent content as they are at delivering gag-packed comedy gold.

# WHAT WE DO





# CREATIVE BRAINSTORMS

Tired of staring at a blank page and waiting for great ideas to magically appear? Let our hive-mind be an extension of your mind – and you'll have a slate of great campaign / content ideas on your desk in no time.

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**1- THE DAILY DRIVE**

**KEY MESSAGE:** Bell is the go-to for those who want to buy the best car to meet their needs with personality and passion.

**TOPLINE IDEA:** To win the Instagram vehicle presentation by a team member for something special / comedian, presenting a different car each day.

Each person would provide beauty shots of the car, and a post towards the vehicle by having a friend who is the only one to have a purchase label that registers the car's info with great features.

We would always wrap in a CTA that measures views in engagement and share.

**The Daily Drive - Sample Script**

Daniel's daily drive is a luxury car that's not just a car, it's a lifestyle. It's sleek, modern, sophisticated and Italian. And my guest today is none of those things.

It's a 2016 Ferrari 360 Spider. It's not just a car, it's a lifestyle. It's sleek, modern, sophisticated and Italian. And my guest today is none of those things.

It's a 2016 Ferrari 360 Spider. It's not just a car, it's a lifestyle. It's sleek, modern, sophisticated and Italian. And my guest today is none of those things.

**2- TOPICAL TIE-INS**

**KEY MESSAGE:** This car will make you happy.

**TOPLINE IDEA:** A series of hyper-topical social media posts that tie the Bell car to current events and trending topics.

**THE NEW YOU IN THE RAIN!**

**3- CUSTOMERS IN CARS GETTING COFFEE**

**KEY MESSAGE:** Bell isn't just a business - it's the hub of a thriving lifestyle, car-loving community.

**TOPLINE IDEA:** In each 2-minute episode, comedian hosts a top-of-morning Bell car coffee shop. They'll have the most interesting customers as they drive to the coffee shop.

**4- THE FERRARI FACT FILE**

**MESSAGE:** The team at Bell are serious about who really knows their cars.

**TOPLINE IDEA:** A series of 60-second video clips that showcase a specific vehicle feature in the showroom.

**THE FERRARI 360 SPIDER**

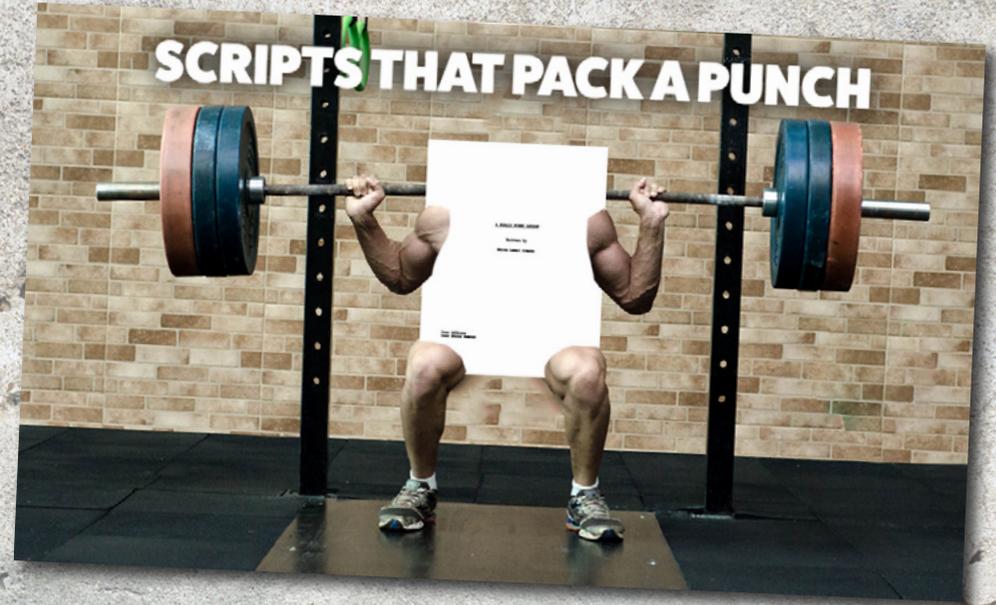
The all-new 360 Spider from Ferrari allows you to be the best of both worlds. It's sleek, modern, sophisticated and Italian. And my guest today is none of those things.

**THE ROOF STOWS IN JUST 20 SECONDS, JUST LONG ENOUGH FOR THE BRITISH WEATHER TO CHANGE IT'S MIND AGAIN!**



# SCRIPTING

Writing a script that's funny is one thing. Making sure it delivers your key messaging at the same time is another. Our unique process means the hive-mind can do just that - and in record time.



## Pregnancy Care Clinic - Baton I White Label Comedy

Script	Visuals
<p>As you've probably already found out, one potential side effect of intercourse...</p> <p>Pregnancy.</p> <p>It's the only Sexual Transmitted Infection worth catching...</p> <p>...not only do you now have a new life to look forward to, you get to impress your friends by using words like 'trimester'. And it's a great excuse for leaving boring parties early.</p> <p>If at the end of that nine months your ideal outcome is a healthy, happy child (and I really hope it is) ...it's never too early to start thinking about...</p>	<p>Open on close-up of our Presenter see her head and shoulders as she's in bed with a guy.</p> <p>Cut to: her sat on a sofa with the her bump proudly. He looks a little (she gives him an annoyed 'know the word' only)</p>
<p>Prenatal care.</p> <p>The one part of baby-making that you'll be happy to discuss with your kids.</p> <p>Prenatal care is essential to helping set you and your baby up for a healthy pregnancy. And so is having a partner who will visit the convenience store for ice cream at 2am just because you want it.</p> <p>There are over 18 million prenatal visits every year in the US. But don't worry you're not expected to attend them all.</p>	<p>Cut to: Presenter in a Prenatal Care. She's walking and talking down a corridor.</p> <p>(her partner hands in a tub of ice cream spoon, she eats as she carries on).</p>
<p>If you don't yet have an OB/Gyn, then call your health insurance provider.</p> <p>This should ideally be done 3 months before you first try to conceive - because that's how long you'll spend on hold listening to Opus 1.</p>	<p>(her walk gets her to a desk with a phone on it. She picks up the phone, and we hear the Opus 1 hold music. She puts it down disapprovingly).</p>

## LUXURY BAZAAR - VIRAL PROMOS 1 - The Ad Campaign

Script	Visuals
	<p>Roman and Doug are in the boardroom.</p> <p>Spread out across the table are all of Luxury Bazaar's best, most impressive, products.</p> <p>On a golden easel is a flip-chart pad with 'MARKETING CAMPAIGN IDEAS' written at the top, and a huge gap underneath.</p>
	<p>The pair are sitting there, on their solid gold chairs, saying nothing - with their best thinking faces on.</p> <p>Roman tosses a solid gold apple into the air, catches it, and then takes a bite.</p> <p>Doug squeezes a diamond-encrusted stress-ball.</p> <p>Cut to a close-up of Doug's thinking face, and then pull-focus to reveal some solid gold post-it notes on the wall behind him. They say things like "Ideas?", "Ideas!", and "No Idea..."</p> <p>(Also in the room, and visible in wide shots - gold-leaf notebooks, a solid gold ruler, the bejewelled stapler).</p>
<p><b>Doug</b> Everyone already knows we sell 10 grand watches for 2... what more is there to say?!</p>	<p>Doug looks troubled, and takes a sip from his 24-karat gold coffee mug. It's so ostentatious, it's emitting a glow.</p>

## American Messaging - 5 Great Reasons to Ditch those Pagers (v3.0)

Script	Visuals
<p>You. Hey You.</p> <p>A) Still not sure if you should be embracing smartphone tech and the power of the cloud for your Critical Messaging System?!</p> <p>B) Still using a pager instead of a smartphone to get your critical messages? That's like listening to the Beatles when Justin Bieber has a new album out!</p> <p>C) Still on the fence about whether to embrace smartphones and the cloud for your critical messaging system?</p> <p>Here are five great reasons for you to finally ditch those pagers.</p>	<p>Open on a doctor walking across the shot. His pager beeps, he takes it off his belt and looks at it.</p> <p>He clearly hears the VO - and stops, looking confused, doing a 'who, me?' gesture.</p> <p>(Doctor Nods)</p> <p>(Doctor Nods)</p> <p>(Doctor Nods)</p> <p>Full-frame text graphic: "5 Great Reasons to Finally Ditch those Pagers"</p>
<p><b>1 - missed messages mean longer lunch breaks.</b></p> <p>Are you tired? Overworked? Feel like you've already saved more than enough lives this week?</p> <p>Then the last thing you need is the complete coverage of a pager-based critical messaging system.</p>	<p>Full-frame text graphic: "1 - Missed Messages mean Longer Lunch Breaks"</p> <p>We see our doctor sitting down in the canteen, about to take a bite of his sandwich - his pager goes off. He looks at the screen, and reluctantly leaves.</p>

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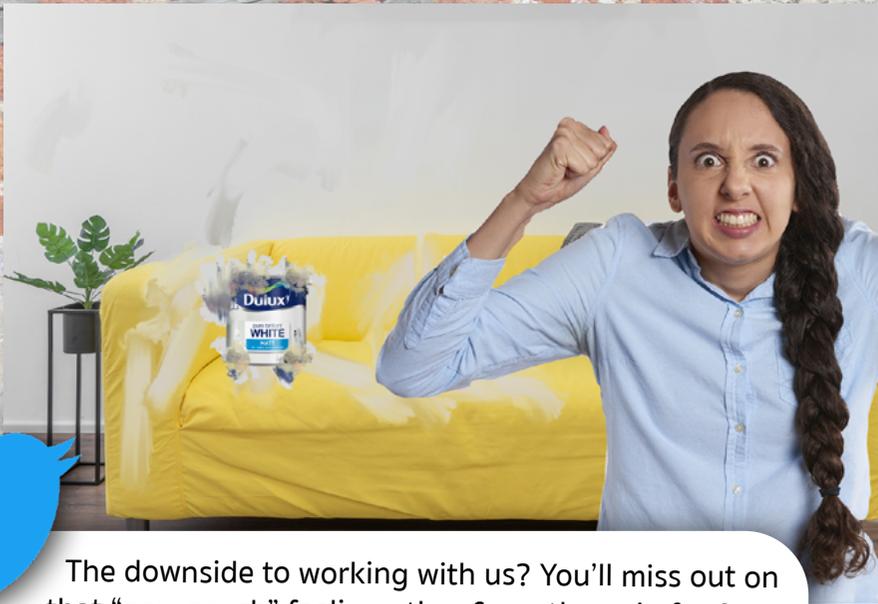
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# SOCIAL MEDIA MARKETING



If you're struggling to get your audience's attention with your social media content - let the hive-mind arm your social media team with scroll-stopping funnies that are on-brand, on-message, and deliciously engaging.



The downside to working with us? You'll miss out on that "new couch" feeling other firms throw in for free.



Decades of experience with emergency cover-ups, whitewashing, removing troublesome stains and reviving crumbling ruins. But don't call her if you need your house painted - just call Mason's Painters

# TELEVISION - DEVELOPMENT & PRODUCTION



We built White Label Comedy for brands – but our collective TV credentials mean we often get Telly-types knocking at our door. We’ve generated VT ideas (and scripted a 4 minute insert film) for The One Show, helped development teams generate fun, funny, commissionable titles for their shows, we’re available to punch-up full episode VO scripts, and can also help punch up pitch-docs to make sure you’re not just telling the channel it’ll be funny – you’re showing them too.

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# CONTENT MARKETING

We get it. We've all been there. You got a little too obsessed with SEO, you churned out a load of content that persuaded Google to send people your way, and now you're stuck - because the second they hit the page, they bounce. With comedy content written by our talented team, you'll give them a reason to stay on the page - and an even bigger reason to share your content, and with it, your message. We can write from scratch, or punch-up existing content and headlines.

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# DISPLAY ADVERTISING

A relatively new string to our ever-expanding bow - in February 2020 White Label Comedy began work on a series of display Ads for one of our regular clients. These Ads will be placed in the EasyJet in-flight magazine.



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# PRESENTATIONS AND KEYNOTE SPEECHES



**KEYNOTES THEY'LL ALL REMEMBER**

If you think comedy can help win over your customers, just think how big an impact it can have on your colleagues, and the rest of the industry. Let the hive-mind add a layer of light-touch humour to your next presentation, and you won't just make your audience laugh – you'll make them love you too.

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**TO MAKE ART, WE HAVE TO BE WILLING TO MAKE VERY BAD ART - AGAIN AND AGAIN. (JUST LOOK AT ELTON JOHN'S LAST THREE ALBUMS)**

**SOMETHING IN OUR LIFE IS NO LONGER WORKING. IT'S YOUR CHARGER. IT'S ALWAYS YOUR CHARGER... BUT THERE'S MORE TO IT THAN THAT**

**HUMANS ARE GREAT AT ADAPTATION. AND I DON'T JUST MEAN TURNING JANE AUSTEN BOOKS INTO MOVIES.**

**IT IS YOUR JOB TO DEFINE WHAT WILL BRING PURPOSE AND MEANING TO YOUR LIFE. IN THE SHORT TERM, YES, THE ANSWER IS COFFEE. BUT AFTER THAT, WHAT THEN?**



**I'M A BADASS. MY HUSBAND IS A BADASS TOO, BUT IN A DIFFERENT WAY, FOR WHICH HE HAS GASTRIC MEDICATION.**

**I TOOK ON AS A CHALLENGE "LITTLE ACTS OF COURAGE," AND THAT LITTLE AXE BUTCHERED MANY NAYSAYERS.**



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