

BRANDS **AGAINST** **MUNDANITY**

A GAME FOR MARKETING TEAMS
AGED 3+ WHO WANT SOCIAL POSTS
THAT ENTERTAIN, ENGAGE AND SELL

WHITE
LABEL
COMEDY

ALSO AVAILABLE FROM

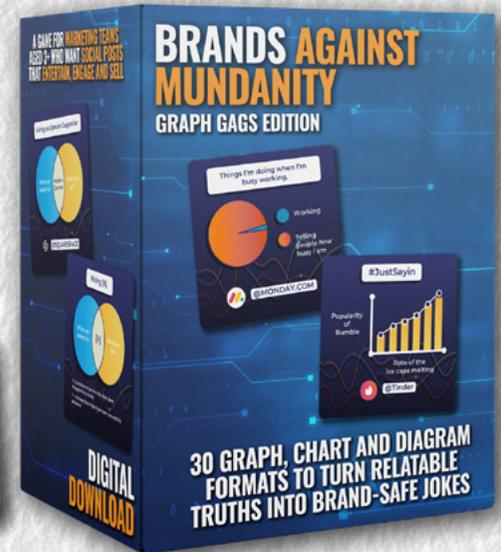


The Black Box



The Graph Gags Edition

The Meme-Maker Edition



INTRODUCTION

“People just don’t want to engage with brands on social...” A great way to explain away those results - but is it true?

Well - let’s think about that. Because there are some brands that absolutely boss it on social. Brands that everyone loves to follow and friend.

What do these brands have in common?

They’re funny.

These brands aren’t coming at us with sales pitches, special offers and voucher codes - they’ve learnt that they need to entertain and engage an audience on social first, long before they try to sell.

Comedy is the key to entertaining, and engaging, your audience on social media - and we launched White Label Comedy to help brands of all shapes and sizes do just that.

BRANDS AGAINST MUNDANITY

Not every brand can afford to hire a hive-mind of TV's best comedy writers to run their socials (and to be honest - there wouldn't be enough of us to go around if they could) - but then again, not every brand needs to.

All of the lessons we've learnt using comedy to help our own clients entertain, engage and sell can be easily shared.

There was no playbook for this kind of content before we came along - but we're writing one.

The psychology of comedy in marketing, tactics that help (and those that hinder) engagement, the secret to writing brand-safe jokes, and all the techniques you'll ever need to craft them.

Whether you're the owner / MD of a smaller firm, or the marketing manager for a global brand - if your social posts aren't resonating, and it's been on your to-do list to deal with for a while - then you definitely don't have time for yet another training course.

You need a speedy route to quick wins. A way to generate content that will entertain, engage and sell in record time. And that's exactly what Brands Against Mundanity provides.



BUT, LIKE, WHAT IS IT?

Brands Against Mundanity is anything and everything you want it to be.

Is it a marketing tool? 100% – these fill-in-the-blank templates will help you write entertaining, engaging social posts without breaking a sweat.

Is it a training? Kinda. The more you use the cards, the more you'll realise how simple it is to write brand-safe jokes that your audience will love. And this is a much more fun (and more affordable) way to learn.

Is it a game? Absolutely. If you want it to be. You can play it like a game (it's great fun to play – alone or with the team), or you can just work through the templates one by one. Whatever works for you.

HOW TO PLAY

Over the following pages you'll find 52 template cards that between them cover the three types of social post that are essential for brands who want to entertain, engage and sell.

20 x Engagement Drivers

22 x Relatable Jokes

10 x Product Pitches

Each card contains several blanks that need to be filled in, tips on how best to use each space, and an example that shows how a big name brand might use the template.

Each player will also need a notepad, and a pen, and their phone's timer.

Players take turns to draw a card at random (either print and cut out the cards, or save the trees and use a random number generator to help you select them from within this PDF), and read the tips and example aloud.

BRANDS AGAINST MUNDANITY

All other players then have 2 minutes to write out as many filled-in versions of the template as they can.

When the time is up, players read out all of their entries in turn - and the player who originally selected the card chooses their Top 3.

The players whose posts are chosen get 3, 2 and 1 point (for first, second and third place respectively), and the posts are added to the longlist.

(If you're playing in person, the longlist can be written on a pad that gets passed around the room. If you're playing remotely, it can be a Google Doc that one team member looks after).

The first player to reach 50 points wins - at which point, you should take a short break for a coffee / beer / doughnut / walk outside.

After the break, with fresh eyes, players take turns initialling their favourite posts on the longlist - those with the most votes should be moved onto a shortlist ready for finessing, editing and quality control.

Play your cards right, and you could have written a whole month's worth of entertaining, engaging social posts in less than 2 hours.

LEARNING WITHOUT STUDY

Sure - Brands Against Mundanity is a tonne of fun to play, but you'll also be learning something awesome. And you'll learn it on a much deeper level than you would from a training programme.

What you'll soon realise is that a joke, really, is just two "things" that shouldn't necessarily fit together, but you've made them fit together, with the help of a perfectly placed surprise twist.

And if those two ingredients are "brand-safe", chances are the joke that comes out the other end of the process will be brand-safe too.

Play through a couple of times, and you'll quickly get your head around how jokes really work - the building blocks that are used to create them, and the ways in which those building blocks are compared and contrasted in order to make the joke land.

At that point - often - your brain starts writing brand new jokes all by itself. You've unlocked your inner comedy writer.

That's the power of Brands Against Mundanity.

DON'T FORGET - YOU STILL NEED TO BE "SOCIAL" ON SOCIAL...

Social posts like these are only one part of the strategy - and if you use them in isolation, just logging on to broadcast a funny quip and then returning 24 hours later to check the stats and post your next one - you're going to be disappointed with the results.

Relatable jokes are an awesome way to show your audience you "get it", that you understand them and their world. But building up a responsive, engaged audience is still hard work. It takes time - and you need to be consistent with it.

Your audience needs to be trained to understand that engagement gets rewarded - and you need to spend just as much time in their world as you expect them to spend in yours.

Don't forget the "social" in social media - it's a two-way conversation.

**CONVERSATION
STARTERS /
ENGAGEMENT
DRIVERS**

BRANDS AGAINST MUNDANITY

How many [X] is it acceptable for a [Y] to buy themselves? Asking for a friend.

ENGAGEMENT DRIVER /01



Cadbury UK @CadburyUK

How many advent calendars is it acceptable for a grown man to buy himself? Asking for a friend.

BRANDS
AGAINST
MUNDANITY

X = a product you sell that is only needed in small quantities (or one at a time).

Y = a description of someone who really should know better.

BRANDS AGAINST MUNDANITY

Reply with your
favourite [X], and
why it's [Y].

ENGAGEMENT DRIVER /02



Sainsbury's @Sainsburys

Reply with your favourite day of the year, and
why it's December 25th.

BRANDS
AGAINST
MUNDANITY

X = an open choice from a known list that's relevant
to your audience.

Y = a synonym for the choice you want them to make.

What's your
favourite [X]? [A],
[B], [C] or [D].

ENGAGEMENT DRIVER /03



Xmas Depot @XmasDepot

What's your favourite time of year?

- A) Christmas
- B) The festive season
- C) Yuletide
- D) Late December

BRANDS
AGAINST
MUNDANITY

X = your product's category (or one relevant to your audience's interests).

A, B, C and D = synonyms for your product (or the choice you want them to make).

BRANDS AGAINST MUNDANITY

What's your
favourite [X]? [A],
[B], [C] or [D].

ENGAGEMENT DRIVER /04



BrewDog @BrewDog

What's your favourite craft beer?

- A) Brewdog Punk IPA
- B) Brewdog Elvis Juice
- C) Brewdog Nanny State
- D) I lost my taste buds in a freak accident

BRANDS
AGAINST
MUNDANITY

X = your product's category.

A, B and C = variations of your product.

D = the "only possible explanation" for them not choosing A, B or C.

BRANDS AGAINST MUNDANITY

Did you know [X]? No,
I didn't believe [Y]'s
excuse either.

ENGAGEMENT DRIVER /05



Sainsbury's @Sainsburys

Did you know Christmas pudding was
originally a soup made with raisins and wine?
No, I didn't believe my mum's excuse either.

BRANDS
AGAINST
MUNDANITY

X = a genuine "crazy but true" fact that relates to
your niche / products.

Y = a person who you could pretend tricked you into
believing it, if it wasn't actually true.

Who's your
favourite [X]? [A],
[B], [C], [D] or [E]?

ENGAGEMENT DRIVER /06



Spotify @Spotify

Who's your favourite member of Take That?

- A) Gary Barlow
- B) Robbie Williams
- C) The little chap
- D) Tall fella at the back
- E) Was there one called 'Mr Orange'?

BRANDS
AGAINST
MUNDANITY

X = a category relevant to your audience's interests.

A and B = genuine options.

C, D and E = silly options - in order of escalating absurdity.

BRANDS AGAINST MUNDANITY

Did you know [X],
is an anagram of
[Y]?

ENGAGEMENT DRIVER /07



Caffé Nero @_CaffeNero_

Did you know 'Nero Coffee' is an anagram of
'We won't spell your name wrong'?

No, don't bother checking it. Just trust me.

BRANDS
AGAINST
MUNDANITY

X = a phrase associated with your brand / product
Y = a positive phrase that the original is clearly -
obviously - not an anagram of.

TWITTER POLL:
What's the best [X]?
[Y], or I'm Wrong?

ENGAGEMENT DRIVER /08



Netflix @Netflix

TWITTER POLL: What's the best Christmas movie?

A) A Muppet Christmas Carol

B) I'm wrong

**BRANDS
AGAINST
MUNDANITY**

X = a known list that's relevant to your audience.
Y = the option you're insisting is definitely the answer

BRANDS AGAINST MUNDANITY

On this day in [X], [Y]
was invented. Followed
the day after by [Z]

ENGAGEMENT DRIVER /09



Sports Direct @SportsDirectUK

On this day in 1899, the trampoline was
invented. Followed the day after by the
invention of the stretcher.

**BRANDS
AGAINST
MUNDANITY**

Y = an invention that relates to your brand / audience

X = the year it was invented (real, or made up).

Z = an additional invention the first would have
immediately made necessary



BRANDS AGAINST MUNDANITY

Spare a thought
for [X] this [Y],
having to [Z].

ENGAGEMENT DRIVER /10



Aero Chocolate @Aero

Spare a thought for Aero lovers this
Christmas, having to choose just one bubble.

**BRANDS
AGAINST
MUNDANITY**

X = a group of people related to your niche / audience.
Y = a timeframe / condition ("today" / "in this heat").
Z = a word or phrase with a dual meaning, interpreted
one way in the context of X, and another in the
context of Y.

BRANDS AGAINST MUNDANITY

What's your
favourite [X]?
Mine is [Y].

ENGAGEMENT DRIVER /11



Amazon Prime Video @primevideouk
What's your favourite Star Wars film? Mine is
'The Wrath of Khan'.

BRANDS
AGAINST
MUNDANITY

X = an open choice from a known list that's relevant to your audience.

Y = something everyone knows definitely doesn't belong on that list.

BRANDS AGAINST MUNDANITY

Missing [X]?
Recreate the
experience by [Y].

ENGAGEMENT DRIVER /12



Hitachi @HitachiGlobal

Missing Glastonbury this year? Recreate the experience by overcharging yourself for beer then watching MTV from a really, really long way away.

BRANDS
AGAINST
MUNDANITY

X = something your audience might be missing right now.

Y = a deliberately silly lo-fi way to recreate the experience.



BRANDS AGAINST MUNDANITY

[X]

ENGAGEMENT DRIVER /13

#[A]AtTheMovies



Pedigree UK @wearefordogs
Raiders Of The Lost Bark

#DogsAtTheMovies

**BRANDS
AGAINST
MUNDANITY**

A = your brand, product, product category, niche or a related topic.

X = a pun-based movie title that fits the category.

BRANDS AGAINST MUNDANITY

[X]

ENGAGEMENT DRIVER /14

#[A]TheMusical



Topshop @Topshop
We Will Frock You

#TopShopTheMusical

BRANDS
AGAINST
MUNDANITY

A = your brand, product, product category, niche or a related topic.

X = a pun-based musical title that fits the category.

BRANDS AGAINST MUNDANITY

[X]

ENGAGEMENT DRIVER /15

#BooksAbout[A]



Gillette @Gillette

The Adventures of Huckleberry Chin

#BooksAboutShaving

BRANDS
AGAINST
MUNDANITY

A = your brand, product, product category, niche or a related topic.

X = a pun-based book title that fits the category.



BRANDS AGAINST MUNDANITY

[X]

ENGAGEMENT DRIVER /16

#[A]BetterWith[B]



Subway @SUBWAY
Judough

#SportsBetterWithSubway

BRANDS
AGAINST
MUNDANITY

A = a topic of interest to your audience
B = your brand, product or product category
X = a pun-based [A] that fits the category



BRANDS AGAINST MUNDANITY

Thinking about crossing **ENGAGEMENT DRIVER** /17
our [X] with our [Y].
What should we call it?



McDonald's @McDonalds

Thinking about crossing our Happy Meal with
our Banana Milkshake. What should we call it?

BRANDS
AGAINST
MUNDANITY

X and Y = well known products that definitely
shouldn't go together.

BRANDS AGAINST MUNDANITY

Hey [X]! Fancy [Y]
tonight?

ENGAGEMENT DRIVER /18



Yorkshire Tea @YorkshireTea

Hey @Starbucks! Fancy coming over for a
proper brew tonight?

BRANDS
AGAINST
MUNDANITY

X = a rival brand.

Y = a friendly offer you can make them that clearly
implies your products are better than theirs.

BRANDS AGAINST MUNDANITY

Hey [X], how's [Y]?
Does she still talk
about us?

ENGAGEMENT DRIVER /19



BBC One @BBCOne

Hey @Channel4, how's Bake Off? Does she
still talk about us?

BRANDS
AGAINST
MUNDANITY

X = is a rival brand, now known for something [Y] you
have long-since abandoned.



BRANDS AGAINST MUNDANITY

Tag a friend who
just wouldn't
appreciate [X]

ENGAGEMENT DRIVER /20



Soda Stream @SodaStreamUK

Tag a friend who just wouldn't appreciate the
pure excellence of fizzy tea.

BRANDS
AGAINST
MUNDANITY

X = something people could do with your product, but
probably shouldn't.

RELATABLE JOKES

BRANDS AGAINST MUNDANITY

Every family has one crazy **RELATABLE JOKE** /21
relative. For example, my
[X] genuinely believes [Y].

EMPIRE

Empire Magazine @EmpireMagazine
Every family has one crazy relative. For
example, my mum genuinely believes that
Cats actually has some 'enjoyable moments'.

**BRANDS
AGAINST
MUNDANITY**

X = a close relation.
Y = an opinion your audience will disagree with.

BRANDS AGAINST MUNDANITY

They say nothing's more **RELATABLE JOKE** /22
important than family.
They clearly haven't
heard about [X].



IKEA USA @IKEAUSA

They say nothing's more important than family.
They clearly haven't heard about allen keys.

BRANDS AGAINST MUNDANITY

X = an item associated with your brand or niche that's underrated, often overlooked, but crucial to success.

BRANDS AGAINST MUNDANITY

Families are like
[X]: [A].

RELATABLE JOKE /23



Dyno-Rod @DynoUK

Families are like drains. You only really notice them when they start to kick up a stink.

BRANDS
AGAINST
MUNDANITY

X = your product's category (or one relevant to your audience's interests).

A = A reason for the similarity, based around a word or phrase with a dual meaning, interpreted one way in the context of family, and another in the context of X.

BRANDS AGAINST MUNDANITY

Families are like
[X]: [A] but [B].

RELATABLE JOKE /24



Guinness GB @GuinnessGB

Families are like St Patrick's Day: great fun,
but once a year is more than enough.

BRANDS
AGAINST
MUNDANITY

X = your product's category (or one relevant to your audience's interests).

A = a positive the two share.

B = a negative that has a dual meaning, interpreted one way in the context of family, and another in the context of X.

BRANDS AGAINST MUNDANITY

Friends don't let friends
[X].

RELATABLE JOKE /25



Costa Coffee @CostaCoffee
Friends don't let friends drink instant.

BRANDS
AGAINST
MUNDANITY

X = something in your niche that's frowned upon, controversial, a common mistake, marks someone out as a rookie.

BRANDS AGAINST MUNDANITY

For me, the perfect work/life balance is having [X] in one hand and [Y] in the other.

RELATABLE JOKE /26



Carling @Carling

For me, the perfect work/life balance is having a pint in one hand, and two half-pints in the other.

BRANDS
AGAINST
MUNDANITY

X = something that appears to relate to the "leisure" half of the work/life balance equation, so we expect Y to be "work".

Y = a synonym for / alternative to X

BRANDS AGAINST MUNDANITY

Anyone who says there's no such thing as a dream job clearly hasn't met the person who gets to [X] [Y].

RELATABLE JOKE /27

Ad
Age

Ad Age @AdAge

Anyone who says there's no such thing as a dream job clearly hasn't met the person who gets to proofread Grammarly's website.

BRANDS
AGAINST
MUNDANITY

X = a job role those in your niche will be aware of.
Y = an awesome / ironic place to do that job.

BRANDS AGAINST MUNDANITY

[X] coworkers are
like [Y]: [Z].

RELATABLE JOKE /28



BBC iPlayer @BBCiPlayer

Gossipy coworkers are like the Mrs Browns
Boys Xmas Special. You pretend to hate them
- but secretly can't get enough.

BRANDS
AGAINST
MUNDANITY

X = an adjective describing a type of coworker.
Y = something your audience identifies with
Z = something X and Y could have in common.

BRANDS AGAINST MUNDANITY

A good relationship is
like [X]: [Y].

RELATABLE JOKE /29



Virgin Active @VirginActive

A good relationship is like my motivation on
leg day: impossible to find.

BRANDS
AGAINST
MUNDANITY

X = a topic your audience will identify with.
Y = a negative that has a dual meaning, interpreted
one way in the context of relationships, and another
in the context of X.



BRANDS AGAINST MUNDANITY

The best boyfriends are like [X]: [A] and [B]. **RELATABLE JOKE /30**



Bose @Bose

The best boyfriends are like our noise-cancelling headphones: Attractive and silent.

**BRANDS
AGAINST
MUNDANITY**

X = your product or service
A and B = two words that would mean something positive in the context of X, but suggest a negative in the context of a relationship.

Good sex is like [X]:
you can [A], as long as
you [B]

RELATABLE JOKE /31



WeWork @WeWork

Good sex is like hotdesking — you can sit wherever you like, as long as you clean up after yourself.

**BRANDS
AGAINST
MUNDANITY**

X = a topic your audience will identify with.

A = a phrase that has a dual meaning, interpreted one way in the context of good sex, and another in the context of X.

B = another phrase with a dual meaning that takes things even further.

BRANDS AGAINST MUNDANITY

Don't forget what the holidays are really about: family, friends and finally getting time to [X].

RELATABLE JOKE /32



NOW TV @NOWTV

Don't forget what the holidays are really about: friends, family and finally having time to rewatch the Wire.

BRANDS
AGAINST
MUNDANITY

X = an activity that relates to your niche, that your audience would enjoy. Bonus points if it's one they can only do with your help.



BRANDS AGAINST MUNDANITY

Christmas is a season of goodwill to all. Even people who think [X]. Even them. **RELATABLE JOKE /33**



Netflix @netflix

Christmas is a season of goodwill to all. Even people who think The Crown is a documentary. Even them.

BRANDS
AGAINST
MUNDANITY

X = a controversial opinion belief that is held by many people, but that your audience will agree is nonsense.



BRANDS AGAINST MUNDANITY

The news is scary **RELATABLE JOKE /34**
sometimes, which is why I
prefer to start my day by [X].
Much more [Y].



LEGO @LEGO_Group

The news is scary sometimes, which is why I
prefer to start my day by treading barefoot on
Lego bricks. Much more relaxing.

BRANDS
AGAINST
MUNDANITY

X = a negative association that relates to your product
or service (one that doesn't reflect badly on you
directly).

Y = something that isn't true for watching today's
news, or for X.

BRANDS AGAINST MUNDANITY

Idea: an app that's like
[X] but for [Y].

RELATABLE JOKE /35



Pure Gym @PureGym

Idea: An App that's like Deliveroo, but for my leg day motivation.

BRANDS
AGAINST
MUNDANITY

X = a well known App that solves a specific problem.
Y = a relatable problem in your niche that a similar App could solve.

BRANDS AGAINST MUNDANITY

My dream holiday? Sun,
sea and [X].

RELATABLE JOKE /36



Pampers @Pampers

My dream holiday? Sun, sea and someone
else looking after the kids for a fortnight.

BRANDS
AGAINST
MUNDANITY

X = a phrase beginning with S that your audience
would agree is the best thing ever.

BRANDS AGAINST MUNDANITY

[X]! It's all fun and games until [Y]. **RELATABLE JOKE /37**



Wix @Wix

Self-employment! It's all fun and games until you realise you hate your boss.

**BRANDS
AGAINST
MUNDANITY**

X = a topic that your audience will be able to relate to.
Y = a negative that's even more negative in this context.

BRANDS AGAINST MUNDANITY

Let's be honest, [X] is
the first step on the
road to [Y].

RELATABLE JOKE /38



Hasbro @Hasbro

Let's be honest, cheating at Monopoly is the
first step on the road to tax evasion and fraud.

**BRANDS
AGAINST
MUNDANITY**

X = something people do, in relation to your niche /
products, that's frowned upon.

Y = the most exaggerated version of X that you can
think of.

BRANDS AGAINST MUNDANITY

The only way I can
ever [X] is to [Y].

RELATABLE JOKE /39



IKEA @IKEA

The only way I can ever get home on time to see the kids before bedtime is if I always carry a map for our one-way system.

BRANDS
AGAINST
MUNDANITY

X = a nice thing to do.

Y = create an imagined roadblock based around your brand / product that prevents X - and a workaround for it.

BRANDS AGAINST MUNDANITY

What's the one [X] you
couldn't live without?
Mine's [Y].

RELATABLE JOKE /40



Google @Google

What's the one search engine you couldn't live
without? Mine's 'Ask Jeeves'.

BRANDS
AGAINST
MUNDANITY

X = a category that relates to your niche (it can include
your brand, but doesn't have to).

Y = the least appropriate (but still "acceptable")
answer.

BRANDS AGAINST MUNDANITY

For anyone wondering
where [X] is, [Y].

RELATABLE JOKE /41



UPS @UPS

For anyone wondering where this “exciting
new 2021” is, we left it with your neighbour.

BRANDS
AGAINST
MUNDANITY

X = a positive outcome the world / your audience was
expecting, but isn't yet here.

Y = a logical explanation for the missing “X”, if it were
one of your products / services.

BRANDS AGAINST MUNDANITY

For everyone out there
who's had a terrible
year, we just wanted to
say [X]

RELATABLE JOKE /42



NFL @NFL

For everyone out there who's had a terrible
year, we just wanted to say: it's not our fault
you're a Jaguars fan.

BRANDS
AGAINST
MUNDANITY

X = a plausible explanation for a "terrible year" that
has nothing to do with the pandemic, and instead
relates to your product, service or wider world.

**BRANDS
AGAINST
MUNDANITY**

PRODUCT PITCHES



BRANDS AGAINST MUNDANITY

It's always "when is [X]
coming back", and never
"how are you doing, person
who runs the [Y] account"...

PRODUCT PITCH /43



McDonald's UK @McDonaldsUK

It's always "when is The McRib coming back?", and never "how are you doing, guy who runs the McDonald's Twitter account"...

BRANDS
AGAINST
MUNDANITY

X = an old product that your audience would get excited about the return of.

Y = your brand.

BRANDS AGAINST MUNDANITY

Healthy relationships are **PRODUCT PITCH** /44
about give and take. For
example, you give us [X]
and you can take [Y].



KFC @kfc

Healthy relationships are about give and take.
For example, you give us £4.99, and you can
take a bucket of chicken.

**BRANDS
AGAINST
MUNDANITY**

X = the price of your product
Y = the name of the product

BRANDS AGAINST MUNDANITY

Anyone who doesn't believe in love at first sight obviously hasn't seen [X]. #[Y].

PRODUCT PITCH /45



Cadbury UK @CadburyUK

Anyone who doesn't believe in love at first sight clearly hasn't seen our new Giant Chocolate Orange Buttons. #Swoon.

BRANDS
AGAINST
MUNDANITY

X = your most loved (or most hotly anticipated) product.

Y = something you might say about someone you love, and your love for this product.

BRANDS AGAINST MUNDANITY

Looking to save money on a Valentine's gift this year? Get yourself [X] instead, and instantly free yourself from the expense of a relationship. **PRODUCT PITCH /46**



PlayStation @PlayStation

Looking to save money on a Valentine's gift this year? Get yourself a PS5 instead, and instantly free yourself from the expense of a relationship.

BRANDS
AGAINST
MUNDANITY

X = a self-indulgent product you sell .



BRANDS AGAINST MUNDANITY

[X] - the only thing [Y]
than our [Z].

PRODUCT PITCH /47



Ginsters @TheRealGinsters

Matt Hancock - the only thing flakier than our
perfect pastry.

BRANDS
AGAINST
MUNDANITY

X = a topical / newsworthy figure.

Z = your product, or a part of it.

Y = a word with a dual meaning that is positive in the
context of Z, but negative in the context of X.

BRANDS AGAINST MUNDANITY

We thought [X] was the
[Y] thing on the internet.
And then we found this
[LINK]

PRODUCT PITCH /48



Amazon @amazon

We thought the savings on Prime Day were
the best thing on the internet. Then we found
this: <https://coolstuff.com/.../>

BRANDS
AGAINST
MUNDANITY

X = a humblebrag about your products / services.

Y = an adjective that makes it sound great.

LINK = a viral (or viral-worthy) piece of found content.

BRANDS AGAINST MUNDANITY

Want to hear a halloween **PRODUCT PITCH** /49
horror story? [X]



LaCie @LaCieTech

Want to hear a halloween horror story? "File is corrupt - and cannot be opened".

**BRANDS
AGAINST
MUNDANITY**

X = a common problem from within your niche that your product or service specifically solves.



BRANDS AGAINST MUNDANITY

Don't forget your five a day: [A], [B], [C], [D] and [E].

PRODUCT PITCH /50



Starbucks UK @StarbucksUK

Don't forget your five a day: espresso, latte, cappuccino, mocha and hot chocolate.

**BRANDS
AGAINST
MUNDANITY**

A, B, C, D and E = five of your most popular products.

BRANDS AGAINST MUNDANITY

If you've missed [X] this last year, we've got just the thing.

PRODUCT PITCH /51



AirBnB @AirBnb

If you've missed waking up in strangers' beds this last year, we've got just the thing.

BRANDS
AGAINST
MUNDANITY

X = something your audience has been prevented from doing because of the pandemic, that has a dual meaning that relates to your product or service.

BRANDS AGAINST MUNDANITY

Think of it as in investment. When this is all over, that [X] will make a great [Y].

PRODUCT PITCH /52



Greggs @GreggsOfficial

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

BRANDS
AGAINST
MUNDANITY

X = something we all now have to buy more of because of the pandemic.

Y = an alternative use for X that relates back to one of your products / services.

WANT TO TAKE YOUR CONTENT TO THE NEXT LEVEL?

I'm Adam Hunt – a TV Producer turned Copywriter who loves it when brands make us laugh, and hates how rarely that happens.

There's an art to writing jokes that work for brands – and a science that makes sure the end result is on-brand, on-message and won't get you cancelled.

I brought together TV's best comedy writers* as the White Label Comedy Hive-Mind, to help brands of all shapes and sizes entertain, engage and sell.**

* (not as hard as it sounds – they were all in the same branch of Starbucks complaining about the WiFi).

** I keep them in a small bucket on my coffee table, occasionally feeding them episodes of Cheers.

We created Brands Against Mundanity to show how easy it is to write brand-safe jokes that get an audience engaging - but imagine how much more fun you'd be having if TV's best comedy writers were the ones crafting the content for you?

Book a call, and let's start entertaining and engaging your audience today.



[Explore Our Services](#)

[Book a Call](#)