

# **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

**WHITE  
LABEL  
COMEDY**



**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.

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.

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.



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 important than family. **RELATABLE JOKE** /22  
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 @GuinesssGB

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.



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.

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  
sometimes, which is why I  
prefer to start my day by [X].  
Much more [Y].

RELATABLE JOKE /34



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.

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

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.

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



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**