

BRANDS AGAINST MUNDANITY THE BLACK BOX

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48 BRAND NEW, NEVER-SEEN-BEFORE JOKE TEMPLATES TO ENTERTAIN, ENGAGE AND SELL

If erotic novels are supposed to help you explore your deepest fantasies, why has no one written one about [X]? / 32

Hotpoint @HotpointUK
If erotic novels are supposed to help you explore your deepest fantasies, why has no one written one about a dishwasher that doesn't start bleeping the minute you sit on the sofa?

BRANDS AGAINST
MUNDANITY

X = a completely unsexy, but nonetheless incredibly relatable fantasy that your audience will identify with.

Sure, [A] is a terrifying dystopian hellscape, but have you ever [B]? Chilling.



Tinder @Tinder

Sure, Black Mirror is a terrifying dystopian hellscape, but have you ever locked yourself out of your Tinder account and had to use Plenty Of Fish instead? Chilling.

BRANDS AGAINST
MUNDANITY

A = Scary, dystopian film/tv show.

B = An everyday, audience specific example of something going wrong.

ALSO AVAILABLE FROM



Brands Against Mundanity



The Graph Gags Edition

The Meme-Maker Edition



INTRODUCTION

“If you thought writing a joke was hard, try writing a brand-safe joke” - every social media manager who’s ever tried to be funny on behalf of their brand. Ever.

But here’s the thing: 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.

The original Brands Against Mundanity was born in December 2020.

It contained 48 fill-in-the-blank formats that anyone (literally, anyone) could use to write brand-safe jokes for social media. And it sold like crazy.

The best thing about it? Once you get your head around how jokes really work - the building blocks that are used to create them, and the ways

BRANDS AGAINST MUNDANITY

in which those building blocks are compared and contrasted in order to make the joke land - your brain starts writing brand new jokes all by itself.

You don't even need the formats!

Just because you don't need them, though, doesn't mean you don't want them.

We had hundreds of Brands Against Mundanity owners write in to ask us for more of the same - and it would've been rude not to oblige.

And clearly, you're glad we did - because you're now the proud owner of Brands Against Mundanity - The Black Box.

48 never-seen-before joke templates you can use to entertain, engage and sell.



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 48 brand new never-seen-before joke template cards you can use to craft social posts to entertain, engage and sell.

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.

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

BRANDS AGAINST MUNDANITY

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.

Or you could just, you know, work through the cards and write some awesome brand-safe jokes. Whatever works for you.



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.

**BRANDS
AGAINST
MUNDANITY**

**BRANDS AGAINST
MUNDANITY
THE BLACK BOX**



BRANDS AGAINST MUNDANITY

[X]

/ 01

#RecipesBy[Y]



Jack Daniel's @JackDaniels_US
Guns n Roasties

#RecipesByRockstars

BRANDS AGAINST
MUNDANITY

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

X = a pun that clashes a type of a food with something associated with Y

WHITE
LABEL
COMEDY

BRANDS AGAINST MUNDANITY

[X]

/ 02

#HolidayFunFor[Y]



Silentnight @Silentnightbeds
Snore-keeling...

#HolidayFunForSleepers

**BRANDS AGAINST
MUNDANITY**

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

X = a pun that clashes a fun holiday activity with something associated with Y

WHITE
LABEL
COMEDY

BRANDS AGAINST MUNDANITY

[X]

/ 03

#[Y]SpyMovies



Heinz @HeinzUK
Tinker Tailor Soldier Fry

#BreakfastSpyMovies

**BRANDS AGAINST
MUNDANITY**

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

X = a pun that clashes a spy movie title with something associated with Y



BRANDS AGAINST MUNDANITY

[X]

/ 04

#[Y]Novels



Canon @CanonUKandIE
Moby Click

#PhotographyNovels

BRANDS AGAINST
MUNDANITY

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

X = a pun that clashes a novel title with something associated with Y



BRANDS AGAINST MUNDANITY

[X]

/ 05

#[Y]Fashion



Kellogg's @KelloggsUS
Dolce and Banana

#BreakfastFashion

BRANDS AGAINST
MUNDANITY

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

X = a pun that clashes a fashion brand with something associated with Y

WHITE
LABEL
COMEDY

BRANDS AGAINST MUNDANITY

Do you ever think - [X]
are just [Y] with [Z]?

/ 06



HP @HP

Do you ever think - PCs are just laptops with
agoraphobia?

**BRANDS AGAINST
MUNDANITY**

X = An item that's related to your audience's
world

Y = Something that has similar characteristics

Z = A uniquely human trait that could humorously
explain the difference between X and Y.

WHITE
LABEL
COMEDY

BRANDS AGAINST MUNDANITY

If NASA can land a rover on
Mars, then why can't I [X]?

/ 07



McVitie's @McVities

If NASA can land a rover on Mars, then why
can't I have one biscuit and put the rest back
in the cupboard?

BRANDS AGAINST
MUNDANITY

X = A relatable, everyday hurdle you (and your audience) seem worryingly unable to overcome.

BRANDS AGAINST MUNDANITY

Sure, [A] is a terrifying dystopian hellscape, but have you ever [B]? Chilling.

/ 08



Tinder @Tinder

Sure, Black Mirror is a terrifying dystopian hellscape, but have you ever locked yourself out of your Tinder account and had to use Plenty Of Fish instead? Chilling.

BRANDS AGAINST
MUNDANITY

A = Scary, dystopian film/tv show.

B = An everyday, audience specific example of something going wrong.

BRANDS AGAINST MUNDANITY

Me: Why do I never have any
money?
Also me: [X]

/ 09



Oreo Cookie @Oreo

Me: Why do I never have any money?

Also me: "Ooooh a onesie with a built in cookie pocket!"

BRANDS AGAINST
MUNDANITY

X = An obvious yet audience-specific reason why
you never have any money.

BRANDS AGAINST MUNDANITY

If Brooklyn Beckham was conceived in Brooklyn, then by that logic, we should be called [X].

/ 10



Ben&Jerry's @BenandJerrys

If Brooklyn Beckham was conceived in Brooklyn, then by that logic, we should be called 'While high in my Nan's basement'.

BRANDS AGAINST
MUNDANITY

X = A fake or surreal description of where or how your company was conceived.

BRANDS AGAINST MUNDANITY

I'm changing the saying from
'Too many cooks spoil the
broth' to 'Too many [X] [Y]'.

/ 11



BT @BritishTelecom

I'm changing the saying from 'Too many cooks spoil the broth' to 'Too many PPI calls and I'm moving to the Outer Hebrides'.

**BRANDS AGAINST
MUNDANITY**

X = something your audience can relate to having too many of.

Y = an exaggerated consequence of, or reaction to, X.



BRANDS AGAINST MUNDANITY

This week I've decided to set
my own education curriculum:
Double [X], Single [Y], and then
after free period, Advanced [Z].

/ 12



Silentnight @silentnightbeds

This week I've decided to set my own
education curriculum: Double Sleeping,
Single Snoozing, and then after free period,
Advanced Kipping.

BRANDS AGAINST
MUNDANITY

X = something your audience enjoys doing with
your products.

Y = a synonym for X.

Z = another synonym for X



BRANDS AGAINST MUNDANITY

Today we're announcing our
own official [X] course. It's
called [Y] 101.

/ 13



The Coding Company @codingcompany
Today we're announcing our own official
coding course. It's called 'Hitting Enter and
Praying to God' 101.

**BRANDS AGAINST
MUNDANITY**

X = A subject matter that could both reasonably
be a course subject and relates to your brand.
Y = Something that explains the reality of how
you handle X.

WHITE
LABEL
COMEDY

BRANDS AGAINST MUNDANITY

My teacher said I'd never amount to anything, but today I spent the entire day [X]. How'd you like them apples, Mr [Y]!

/ 14



Walls @Walls

My teacher said I'd never amount to anything, but today I spent the entire day taste testing sausages. How'd you like them apples, Mr Plumbley!

**BRANDS AGAINST
MUNDANITY**

X = Either something genuinely amazing about your work day, or something mindless and repetitive.

Y = the name of your actual teacher.

BRANDS AGAINST MUNDANITY

We should stop asking are you a dog person or a cat person, and start asking are you an [X] person or a [Y] person.

/ 15



Coca-Cola @CocaCola

We should stop asking are you a dog person or a cat person, and start asking are you an Coca-Cola person or a 'born without taste buds' person.

BRANDS AGAINST
MUNDANITY

X = Your brand or a product you make
Y = Something that suggests that the only reason for not liking your product is because they're fundamentally wrong.

BRANDS AGAINST MUNDANITY

Yeah sure, cats have 9 lives -
but I've [X]. How come no one
makes a phrase out of that?

/ 16

SAMSUNG
Galaxy

Samsung Mobile @SamsungMobile

Yeah sure, cats have 9 lives - but I've dropped
my phone down the toilet at least 10 times and
it still works. How come no one makes a phrase
out of that?

BRANDS AGAINST
MUNDANITY

X = A mistake you repeatedly make that somehow
hasn't had disastrous consequences.

WHITE
LABEL
COMEDY

BRANDS AGAINST MUNDANITY

Having [A] when you could have [B] is like being offered [X] but deciding to get [Y] instead. / 17



Sky Sports @SkySports

Having BT Sport when you could have Skysports is like being offered a new puppy but deciding to get head lice instead.

BRANDS AGAINST
MUNDANITY

A = Your competitors' product or service.

B = Your product or service

X = Something universally considered as positive

Y = A laughably bad alternative to X.

BRANDS AGAINST MUNDANITY

Me on my CV: I work effectively
in teams
Also me: [X]

/ 18



Reed Recruitment @reedglobal

Me on my CV: I work effectively in teams.
Also me: IF THAT MAN SLURPS HIS SOUP ONE
MORE TIME, I SWEAR I'LL DO TIME.

**BRANDS AGAINST
MUNDANITY**

X = a relatable truth your audience will identify with - but that completely undermines the above.



BRANDS AGAINST MUNDANITY

Me on my CV: I'm a
quick learner.
Also me [X]

/ 19



Apple @Apple

Me on my CV: I'm a quick learner.
Also me: WHAT WAY ROUND DOES THE USB
CHARGER GO IN???

BRANDS AGAINST
MUNDANITY

X = a relatable truth your audience will identify with - but that completely undermines the above.

BRANDS AGAINST MUNDANITY

Me on my CV: Highly skilled with all Microsoft Office programs. / 20
Also me: [X]



Dell @Dell

Me on my CV: Highly skilled with all Microsoft Office programs.

Also me: OH GOD I'VE DELETED MY CV!

**BRANDS AGAINST
MUNDANITY**

X = a relatable truth your audience will identify with - but that completely undermines the above.

BRANDS AGAINST MUNDANITY

If cricketers can play for five days and not have a winner, then we can [X].

/ 21



Alexa @Alexa99

If cricketers can play for five days and not have a winner, then we can make an AI assistant tell fart jokes on request and call that a job.

BRANDS AGAINST
MUNDANITY

X = Something that might be seen as a waste of time, but still enjoyable and related to your field.

Pretending [A] is a proper [B]
makes about as much sense
as us pretending [C].

/ 22



Schweppes @Schweppes

Pretending own brand tonic is a proper tonic
makes about as much sense as us pretending
our bottle top makes 'a tasty garnish for a G&T'.

**BRANDS AGAINST
MUNDANITY**

A = Something your audience will consider an unworthy pretender in its field.

B = Something [A] has no right calling itself.

C = A surreally absurd claim you might make about your own product.

BRANDS AGAINST MUNDANITY

[A] is the scariest thing on earth at the moment. Well, 2nd if you include [B].

/ 23



Warburtons @WarburtonsBakery

The Walking Dead is the scariest thing on earth at the moment. Well, 2nd if you include that dream I had about a global crumpet shortage.

BRANDS AGAINST
MUNDANITY

A = Something in pop culture that everyone is talking about.

B = Something niche that your audience can relate to/references your brand and could feasibly be described as 'scary'.

BRANDS AGAINST MUNDANITY

Just watched [X]. The most [Y]
experience of my life since
[Z].

/ 24



Andrex UK @AndrexUK

Just watched The Exorcist. The most terrifying
experience of my life since I went to Glastonbury
and forgot the wet wipes.

BRANDS AGAINST
MUNDANITY

X = A well known film or TV show.

Y = A heightened adjective that describes X

Z = A silly, relatable anecdote about a more 'Y'
experience.

BRANDS AGAINST MUNDANITY

So, Eddie Murphy can play all
the parts in a film, but I can't
[X]?

/ 25



Xbox UK @XboxUK

So, Eddie Murphy can play all the parts in a film,
but I can't have *one* go on the tannoy without
getting escorted out of TESCO?

**BRANDS AGAINST
MUNDANITY**

X = Something playful and silly you (and your audience) would want to do but aren't allowed to.

Honestly, my fantasy work day is just 8 hours of [X].

/ 26



Aldi Stores UK @AldiUK

Honestly, my fantasy work day is just 8 hours of watching people standing in the middle aisle asking ‘*Why* is this towbar next to the cat food?’

**BRANDS AGAINST
MUNDANITY**

X = Something that’s an insignificant part of your work day, but you derive great pleasure from. Or an exaggerated ‘I’d love to be able to do that’ moment.

BRANDS AGAINST MUNDANITY

They say love is blind,
but I've just seen [X]

/ 27



Bob's Books @BobsBookstoreMiami

They say love is blind, but I've just seen someone look up the price of a book on Amazon and then buy it from us anyway.

**BRANDS AGAINST
MUNDANITY**

X = Something that would please you to see so much that it could conceivably make you fall in love with the person doing it..

BRANDS AGAINST MUNDANITY

Judging all [X] as [Y] because of
your experience on [Z] is like
saying all [A] are rubbish because
of your experience [B]

/ 28



Bumble @bumble

Judging all dating apps as gross because of
your experience on Tinder is like saying all
movies are rubbish because of your experience
watching Piranha 3DD.

**BRANDS AGAINST
MUNDANITY**

X = the category your product or service is in
Y = a common criticism of the whole sector
Z = the worst offender in your sector
A = a cultural category (books / films / TV shows)
B = something within the category of [A] you
know your audience will hate.



BRANDS AGAINST MUNDANITY

The 3 most important events
in world history?
[A], [B], That time we [C]

/ 29



KFC @kfc

The 3 most important events in world history?
The sealing of the Magna Carta
The invention of the World Wide Web
That time we turned a hash brown into a gravy
boat

BRANDS AGAINST
MUNDANITY

A = a genuinely important event

B = a genuinely important event

C = a trivial (but fun) thing that you or your brand
once did (or could believably have done).

WHITE
LABEL
COMEDY

BRANDS AGAINST MUNDANITY

The invention of the internet was / 30
humanity's greatest achievement.
After all, it's enabled [X]



Rightmove @rightmove

The invention of the internet was humanity's greatest achievement. After all, it's enabled me to feverishly Rightmove houses I'll never be able to afford.

BRANDS AGAINST
MUNDANITY

X = A silly, frivolous use for the internet that speaks to your audience.

BRANDS AGAINST MUNDANITY

Boxing has basically turned a crime / 31
into a sport. So I'd like to announce
my latest sporting event: The World
Championships of [C]



Google Chrome @googlechrome

Boxing has basically turned crime into a sport.
Which is why I'd like to announce my latest
sporting event: The World Championships of
using Internet Explorer.

BRANDS AGAINST
MUNDANITY

C = Something that isn't a crime, but would be
considered a faux pas in your industry.

If erotic novels are supposed to help you explore your deepest fantasies, why has no one written one about [X]?

/ 32

Hotpoint

Hotpoint @HotpointUK

If erotic novels are supposed to help you explore your deepest fantasies, why has no one written one about a dishwasher that doesn't start bleeping the minute you sit on the sofa?

**BRANDS AGAINST
MUNDANITY**

X = a completely unsexy, but nonetheless incredibly relatable fantasy that your audience will identify with.

BRANDS AGAINST MUNDANITY

Is it a bird? is it a plane? No,
it's [X].

/ 33



Screwfix @Screwfix

Is it a bird, is it a plane? No, it's dad with a glass jar full of rawl plugs and a load of tools you don't have.

BRANDS AGAINST
MUNDANITY

X = a metaphorical superhero that your audience will agree always comes to the rescue.

BRANDS AGAINST MUNDANITY

Hey @Netflix, I can't seem to find the section for movies about [X]? Please advise.

/ 34



Homebase @Homebase_uk

Hey @Netflix, I can't seem to find the section for movies about rawl plugs? Please advise.

**BRANDS AGAINST
MUNDANITY**

X = something super-specific that relates to your niche - that there definitely won't be any movies made about.



BRANDS AGAINST MUNDANITY

Hey @Netflix! How about a romcom where a [X] falls in love with a [Y]? You could call it [Z].

/ 35



Müller UK & Ireland @MullerUKandI
Hey @Netflix! How about a romcom where a girl falls in love with a yoghurt? You could call it There's Something About Dairy.

**BRANDS AGAINST
MUNDANITY**

X = a character of any kind (boy / girl / farmer / entrepreneur)

Y = an inanimate object that relates to your niche / audience.

Z = a pun-based title for the movie you've just created.

BRANDS AGAINST MUNDANITY

Anyone who thinks [X] is the funniest thing ever obviously hasn't watched [Y].

/ 36



EE @EE

Anyone who thinks Kevin Hart's Netflix special is the funniest thing ever obviously hasn't watched an O2 customer try to stream HD on the go.

BRANDS AGAINST
MUNDANITY

X = the latest "funny thing" everyone's talking about.

Y = something "even funnier" (could refer to a relatable problem your audience struggles with, or could be a chance to take a dig at your competitors and highlight your USPs).

BRANDS AGAINST MUNDANITY

Makes me feel like an adult: [X]
Makes me feel like a child: [Y]

/ 37



Financial Times @FT

Makes me feel like an adult: Reading a broadsheet newspaper.

Makes me feel like a child: Trying to work out how to fold it.

**BRANDS AGAINST
MUNDANITY**

X = Something that relates to your audience or brand that feels very grown up.

Y = Something that relates to X. It needs to be something that you should know how to do, but don't.

BRANDS AGAINST MUNDANITY

Tragically, [X] can never own parrots. Too much risk of them learning the phrase [Y].

/ 38



Apple @Apple

Tragically, PC users can never own parrots. Too much risk of them learning the phrase 'yeah I tried turning it off and on again'.

**BRANDS AGAINST
MUNDANITY**

X = a group of people diametrically opposed to your audience

Y = a phrase [X] might say that proves your audience are right and they are wrong.

BRANDS AGAINST MUNDANITY

Watched [A] for the first time
and it was the most [B] thing I've
witnessed since [C].

/ 39



Greggs @GreggsOfficial

Watched ski jumping for the first time and it was the most nerve wracking thing I've witnessed since I saw a man attempt to eat a steak bake with chopsticks.

BRANDS AGAINST
MUNDANITY

A = a sport

B = an emotive way to describe [A]

C = a surreal scene based in the world of your audience that might prompt a similar emotional reaction.

BRANDS AGAINST MUNDANITY

Haven't got a dog, so lately I've
been taking my [X] for walks.
Basically the same, right?

/ 40



B&Q @BandQ

Haven't got a dog, so lately I've been taking my
toolbox for walks. Basically the same, right?

**BRANDS AGAINST
MUNDANITY**

X = a physical item that the majority of your
audience will own, and have a strong affinity to.



BRANDS AGAINST MUNDANITY

My dog can learn new tricks so fast. He can now sit, roll over and [X]. Clever boy. / 41



Direct Line Insurance @DirectLine

My dog can learn new tricks so fast. He can now sit, roll over and quickly assess your level of risk and offer highly competitive home insurance rates. Clever boy.

BRANDS AGAINST
MUNDANITY

X = something you do for your customers that's super complex

BRANDS AGAINST MUNDANITY

Wildlife narrator voice Here in / 42
its natural habitat, we see the [X],
desperately trying to [Y].



Interflora @Interflora

Wildlife narrator voice Here in its natural habitat, we see the boyfriend, desperately trying to pretend he didn't forget her birthday.

**BRANDS AGAINST
MUNDANITY**

X = A description of your audience, extra points for giving it a wildlife-y twist.

Y = A common problem or issue faced by your audience.

Starting a campaign to save the world's most endangered species: [X] / 43



Union Coffee @UnionRoasted

Starting a campaign to save the world's most endangered species: people who pronounce espresso properly.

**BRANDS AGAINST
MUNDANITY**

X = something the rest of the world gets wrong, but that your audience are proud to get right.

BRANDS AGAINST MUNDANITY

Nature's most fearsome sight? [X] / 44
who [Y].



BrewDog @BrewDog

Nature's most fearsome sight? A real beer fan whose friend says "I'll just have whatever they've got on tap".

**BRANDS AGAINST
MUNDANITY**

X = A specific section of your audience.

Y = A common problem or relatable irritation that your audience regularly face.

BRANDS AGAINST MUNDANITY

An apple a day keeps the doctor away. And a [X] a day keeps [Y]. / 45



Porn Hub @PornHub

An apple a day keeps the doctor away. And a 'Delete Internet History' a day keeps the divorce lawyer away.

**BRANDS AGAINST
MUNDANITY**

X = A task that's highly advisable for your audience.

Y = An exaggerated outcome that'll occur if X is not heeded.

BRANDS AGAINST MUNDANITY

Honestly, I'd rather go on
Embarrassing Bodies than be
seen [X].

/ 46



Crocs Shoes @Crocs

Honestly, I'd rather go on Embarrassing Bodies
than be seen in public wearing 'actual' shoes.

**BRANDS AGAINST
MUNDANITY**

X = something that would seem small to those
outside of your audience, but huge to those
within it.

BRANDS AGAINST MUNDANITY

Who else learned an instrument in lockdown? Follow up question: [X] is technically an 'instrument', right? / 47



Apple @Apple

Who else learned an instrument in lockdown?
Follow up question: a drill is technically an
'instrument', right?

**BRANDS AGAINST
MUNDANITY**

X = something noisy that your audience will have at home, that is definitely not an instrument.

BRANDS AGAINST MUNDANITY

Me: I can't believe how [A] I am at / 48
[B]
Me at [C]: [D]



Total Jobs @TotalJobs

Me: I can't believe how disrespected I am at work.

Me at restaurant when waiter drops a plate:
WAHHHEEEY!!!

B = a location your audience will often find themselves.

A = negative treatment you might receive at [B]

C = an alternative location

D = a behaviour at [C] that completely undermines your initial complaint.

BRANDS AGAINST
MUNDANITY

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](#)