

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

Hiring an Upwork Copywriter



@SQUARESPACE

Hiring DQ



It's a product or service that often takes
disappointing results.
Y - the result that might have been successfully
delivered.

DIGITAL
DOWNLOAD

BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

Things I'm doing when I'm
busy working.



Working

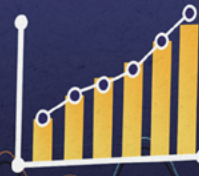
Telling
people how
busy I am



@MONDAY.COM

#JustSayin

Popularity
of
Bumble



Rate of the
ice caps melting



@Tinder

30 GRAPH, CHART AND DIAGRAM
FORMATS TO TURN RELATABLE
TRUTHS INTO BRAND-SAFE JOKES

ALSO AVAILABLE FROM

**WHITE
LABEL
COMEDY**



**Brands Against
Mundanity**



**The Meme-Maker
Edition**



The Black Box



BRANDS AGAINST MUNDANITY

GRAPH GAGS 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 in which those building blocks are compared



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

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!

The original Brands Against Mundanity was all about text jokes - and yes, they can be awesome in the right hands - but they're far from the only way to entertain and engage your audience.

Funny charts and graphs have taken social media by storm in recent years - and with the right formula, you can easily craft your own. Laser focused so that they appeal specifically to your audience.

In this brand new edition, we apply the tried and tested Brands Against Mundanity "fill in the blanks" formula to chart and graph gags - giving you 30 brand new ways use to entertain, engage and sell.



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

BUT, LIKE, WHAT IS IT?

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

Is it a marketing tool? 100% – our fill-in-the-blank templates will help you craft 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 create 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.



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

HOW TO PLAY

Over the following pages you'll find 30 fill-in-the-blank chart and graph gag formats - each one 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 need a notepad, a pen, and their phone's timer. Players take turns to select a prompt 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. If you're playing via zoom, be sure to share your screen so everyone can see the graph.

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

When the time is up, players share all of their entries in turn - and the player who originally



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

selected the prompt 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 a pile of pages torn out of everyone's notebooks. If you're playing remotely, you can take pictures / screenshots of your graphs, and one of the team can add them to a Google Doc).

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 can be sent straight over to your designer (or whoever's got that Canva login handy) to work up the graphics.

Play your cards right, and you could have created a whole month's worth of on-brand, on-message chart and graph gags in less than 2 hours.



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

FAQ

Do I have to play it like a game? Nope! You can just work through these prompts alone and you'll still get great results. We turned it into a game to make the process a little easier - and give teams something fun to do together - but it's by no means essential.

I've written some great captions - but how do I make the charts? You use Photoshop, or a free alternative like Canva, to create your images. If you're not that tech savvy, and want a helping hand, you can find some great graphic designers on sites like UpWork and Fiverr. Or if you're looking for a lo-fi alternative - just re-draw the graphs by hand, snap a picture, and share that. It's the message that matters.



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

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

GRAPH GAGS EDITION

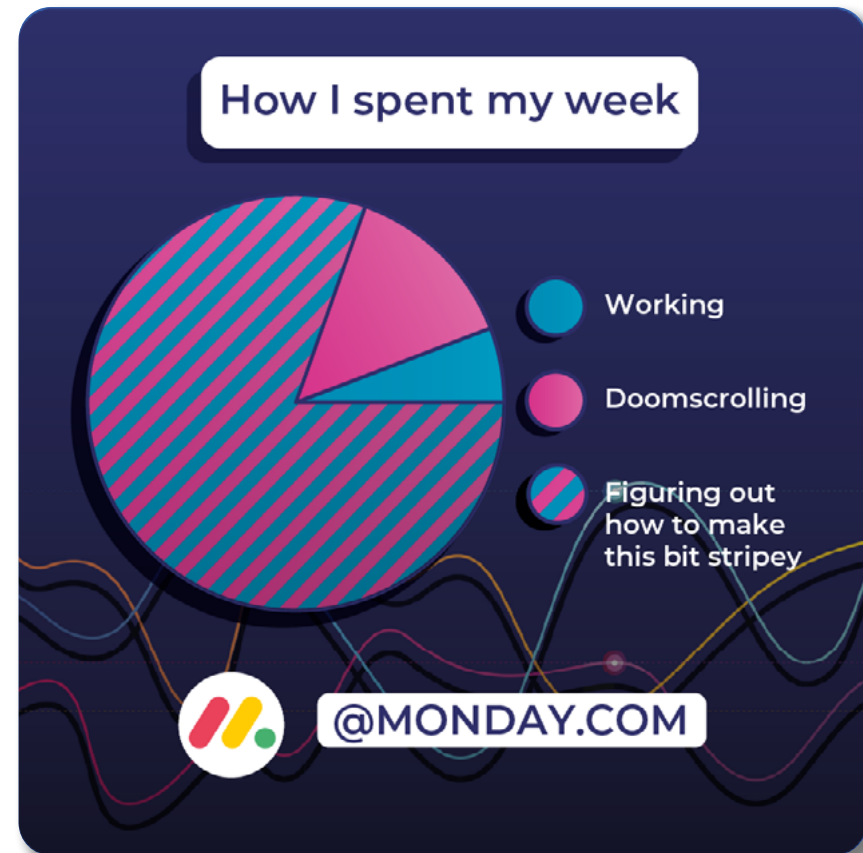
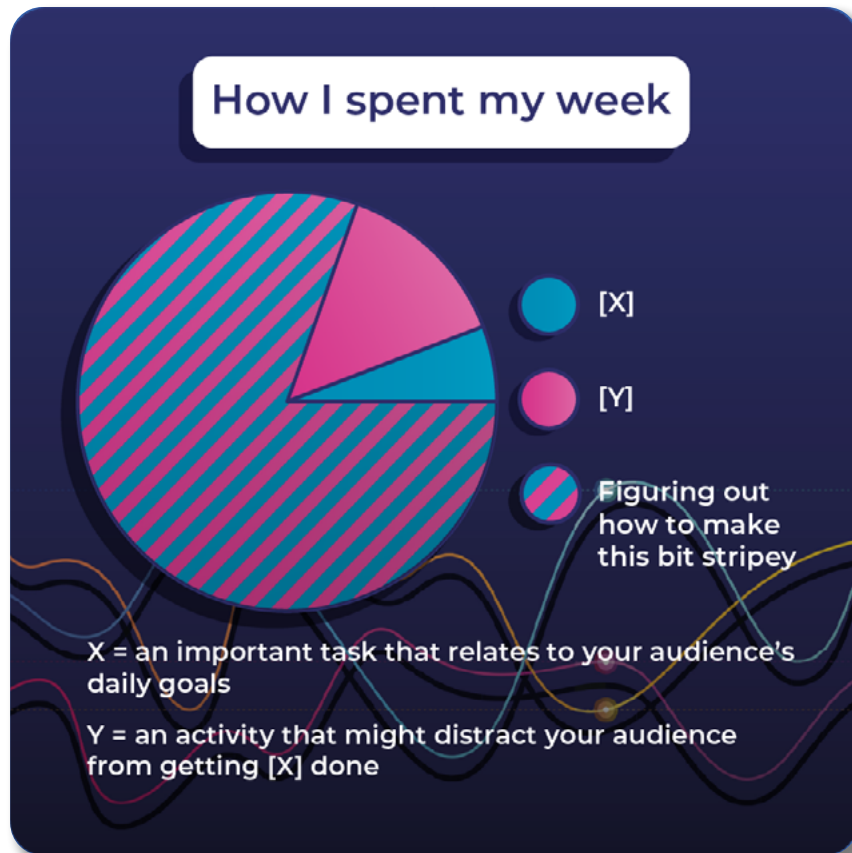
BRANDS AGAINST MUNDANITY GRAPH GAGS EDITION



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

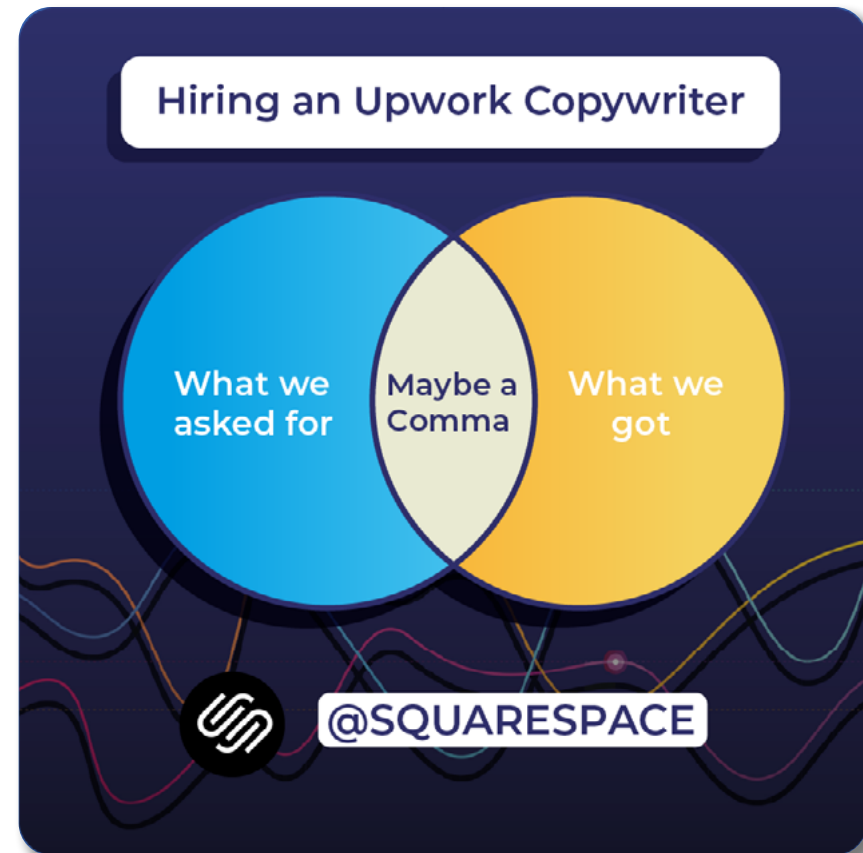
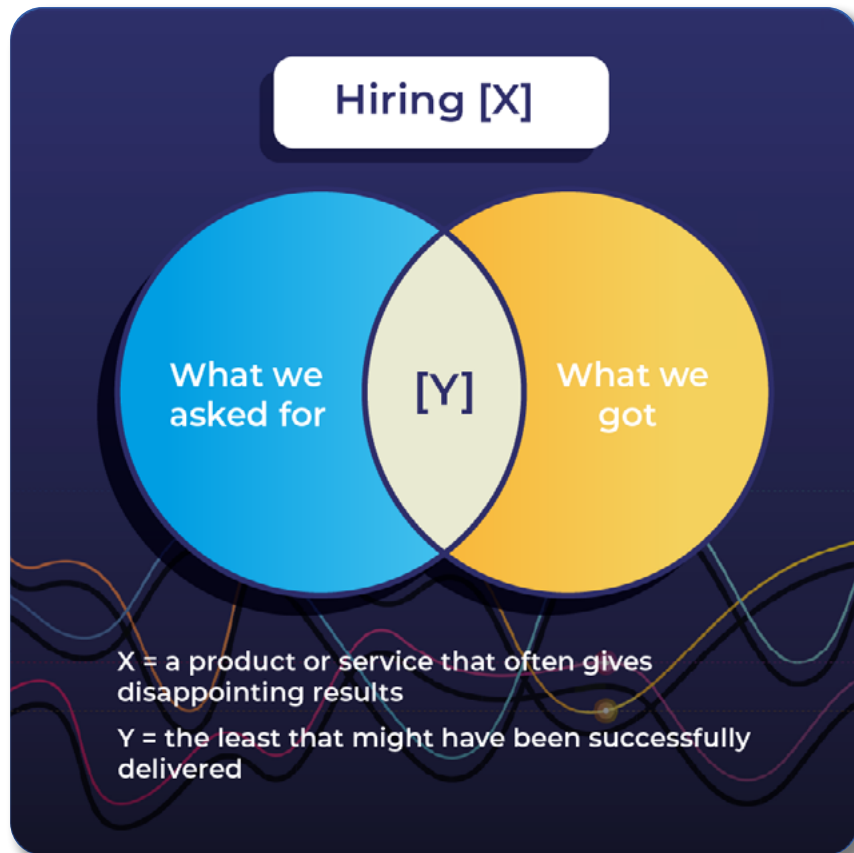
1





BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

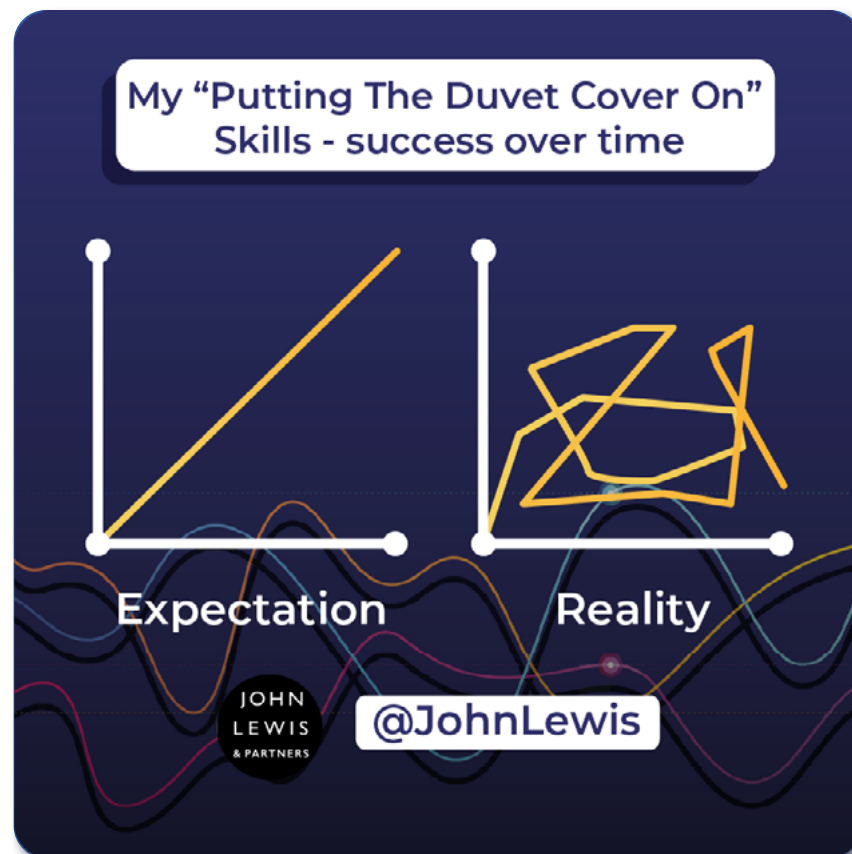




BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

3



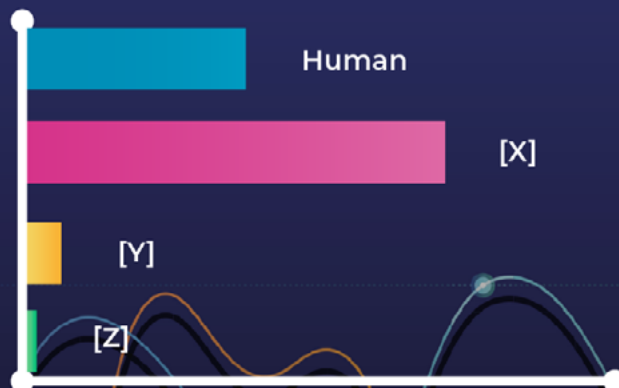


BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

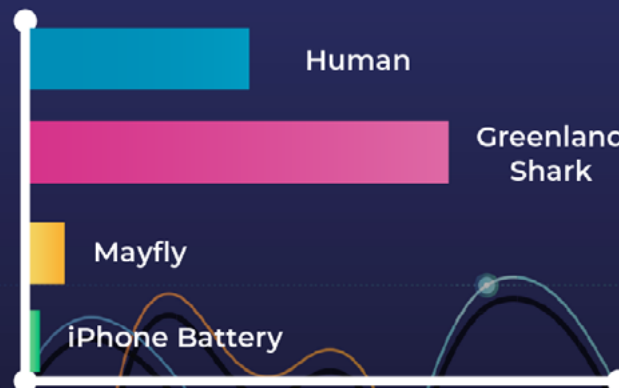
4

Relative lifespan of things on earth



X = any animal that lives longer than humans
Y = any animal with a super short lifespan
Z = a product regularly used / needed by those in your audience that's known for breaking

Relative lifespan of things on earth



SAMSUNG

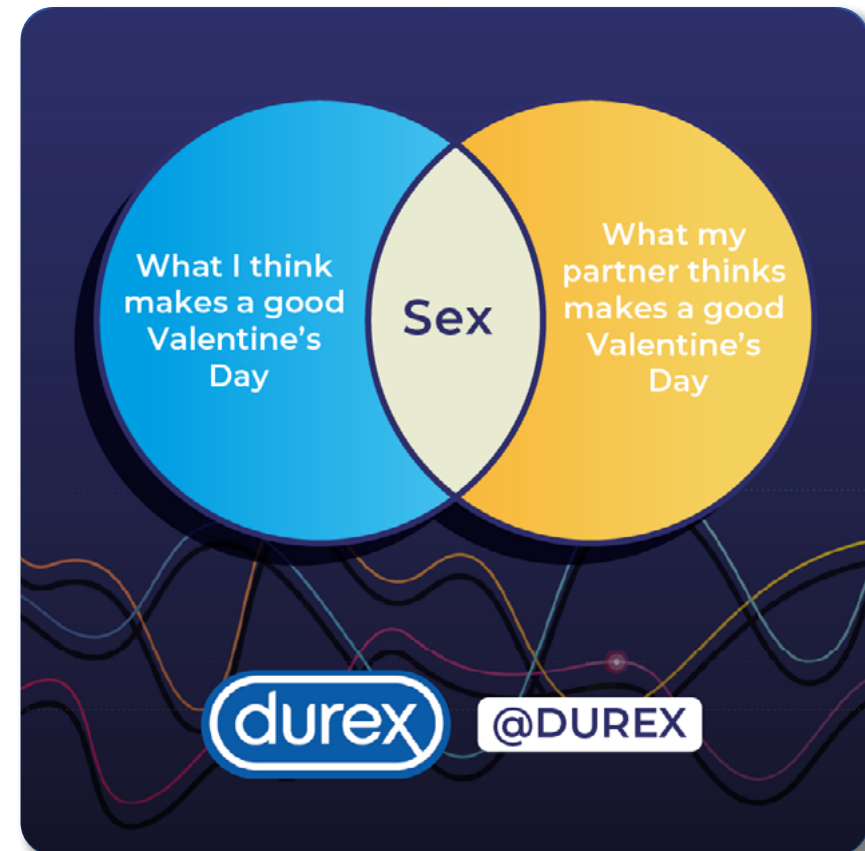
@SAMSUNG



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

5



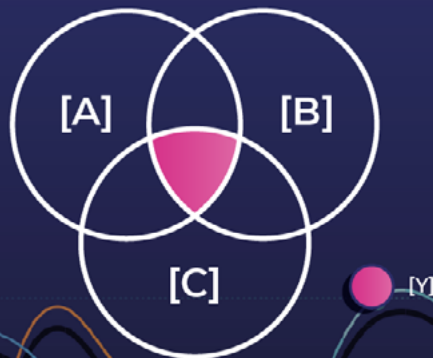


BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

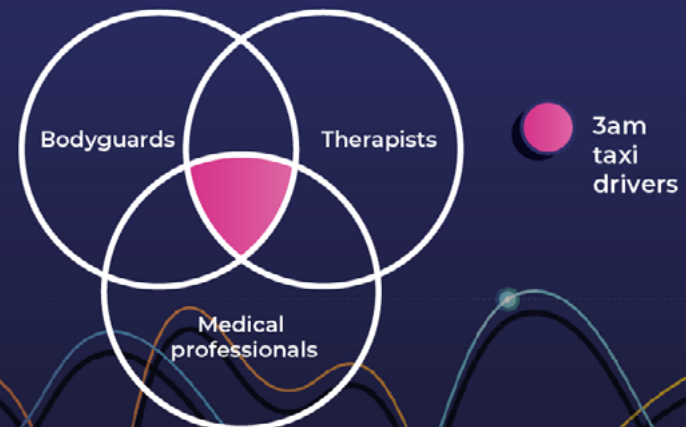
6

Venn diagram of [x]



A, B and C = three awesome jobs with required skill sets that overlap
X = a broad, flattering description of people who are [A], [B] or [C]
Y = a type of person who combines the skills of [A], [B] and [C] in their important role in your audience's life (could also be your audience themselves)

Venn diagram of total Lifesavers



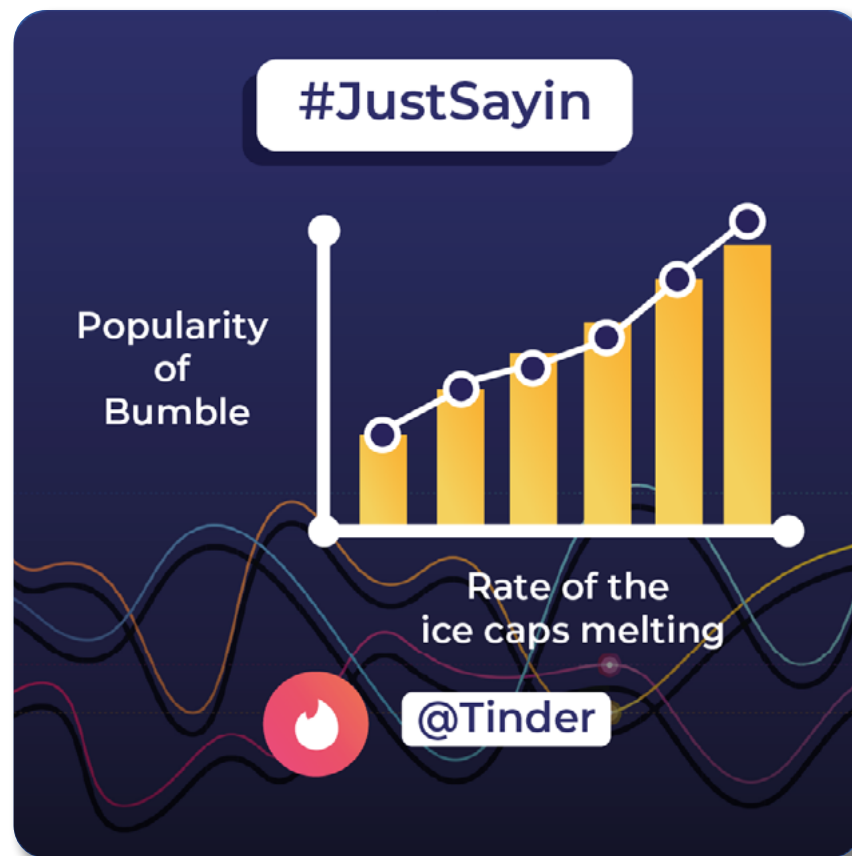
@RevolutionBars



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

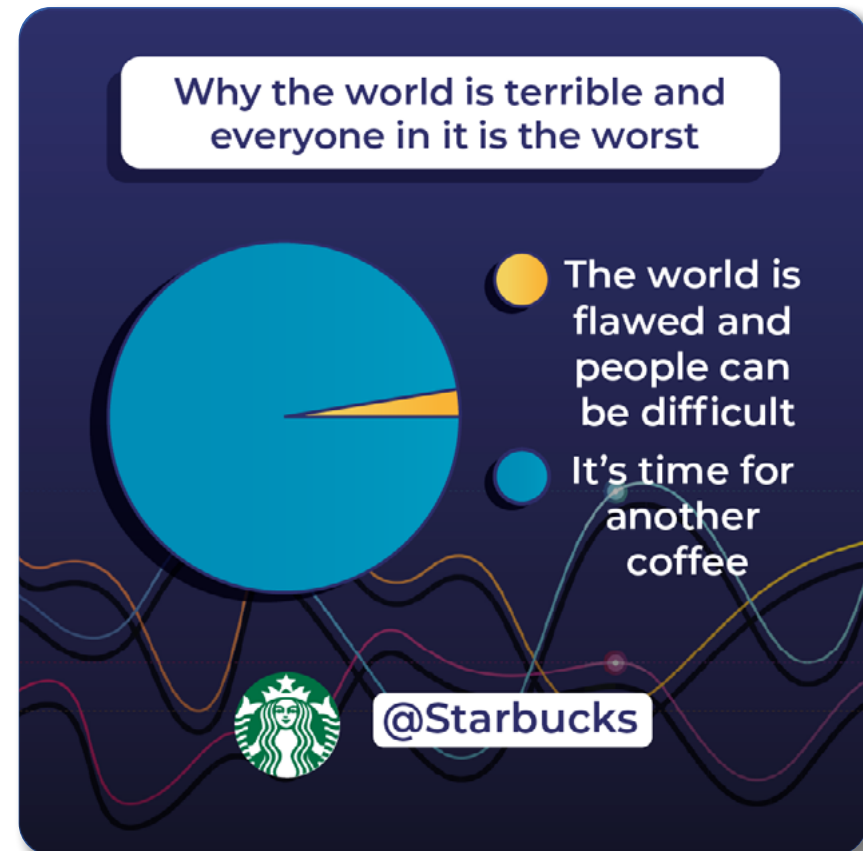
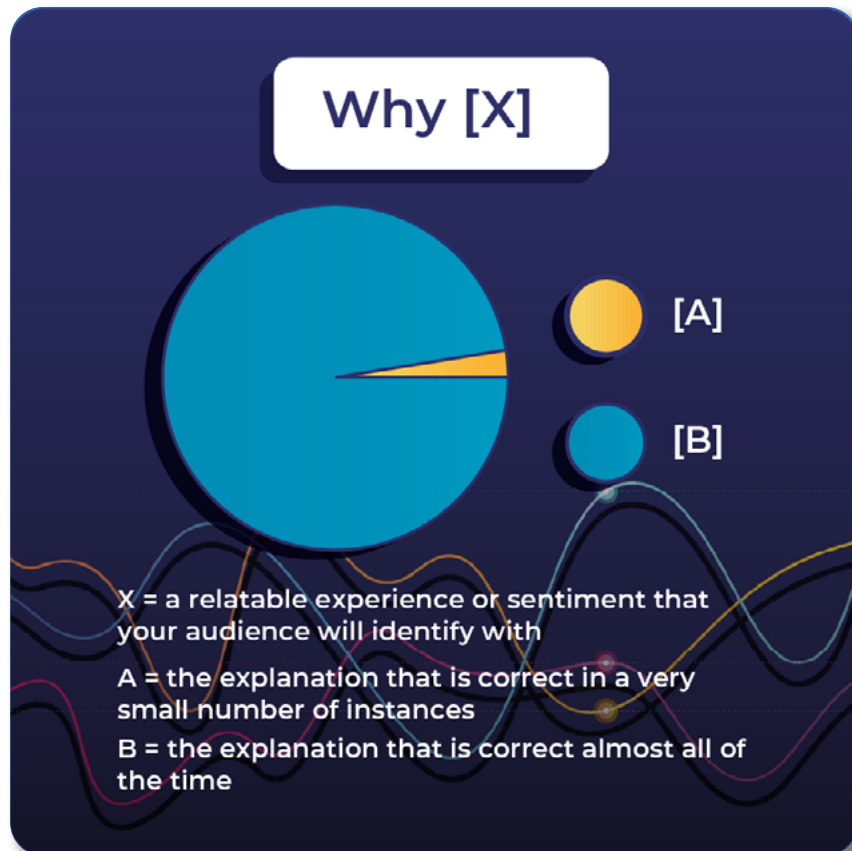
7





BRANDS AGAINST MUNDANITY

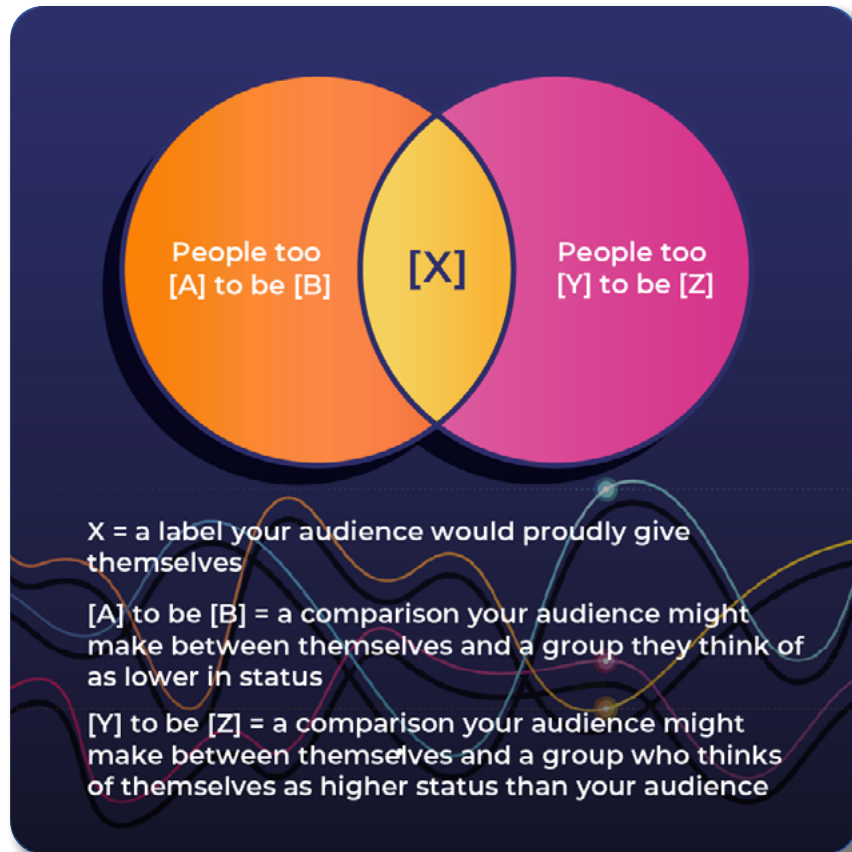
GRAPH GAGS EDITION





BRANDS AGAINST MUNDANITY

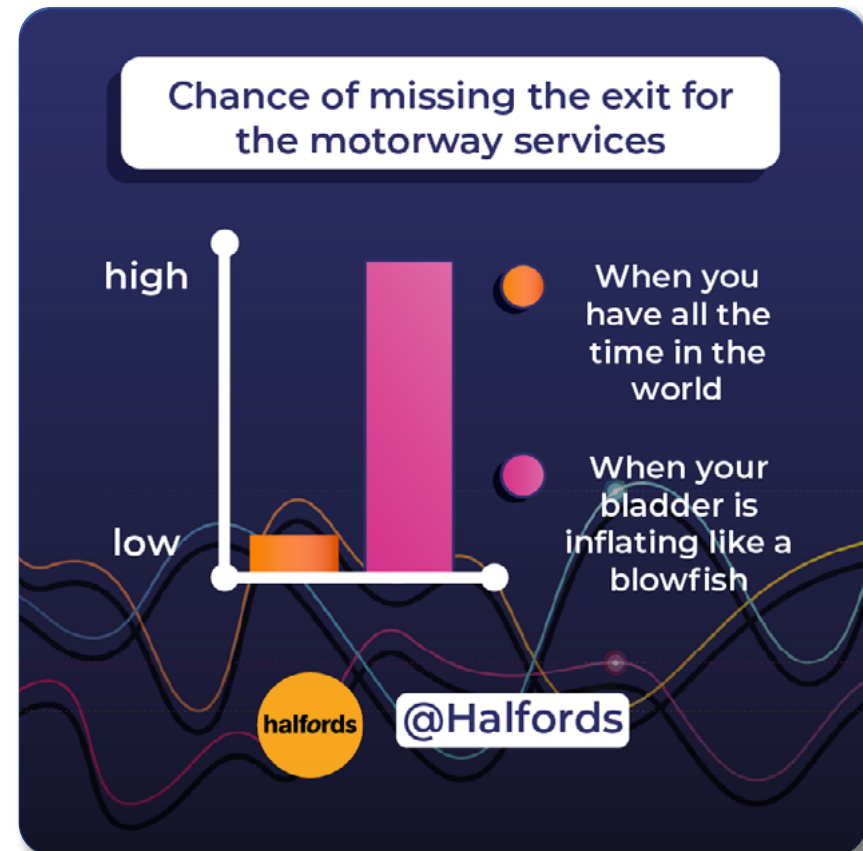
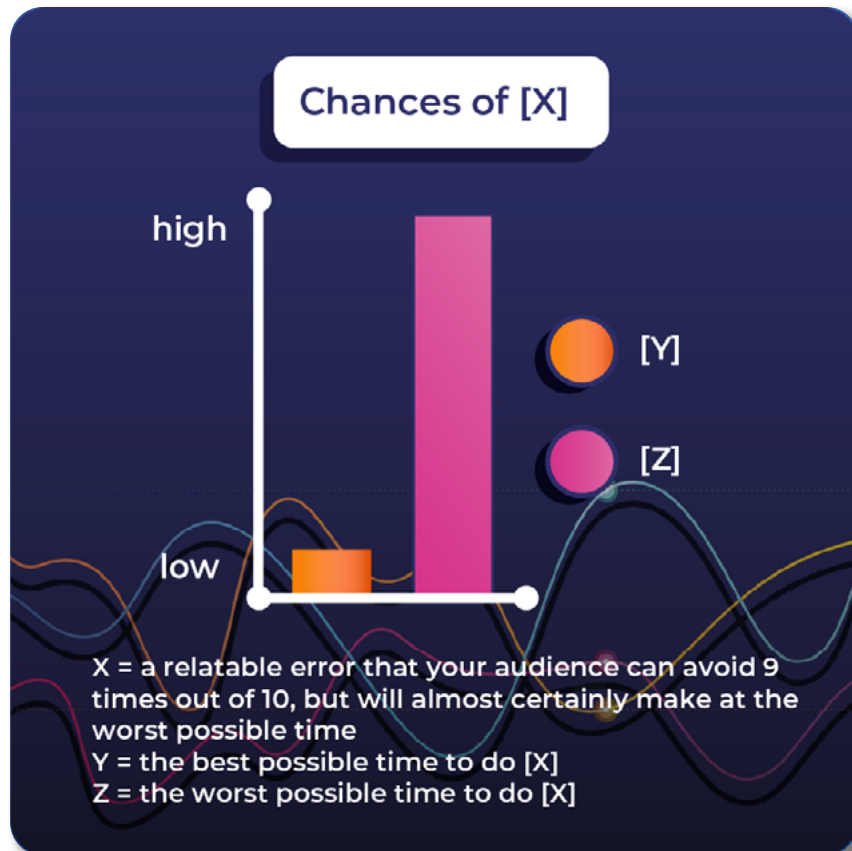
GRAPH GAGS EDITION





BRANDS AGAINST MUNDANITY

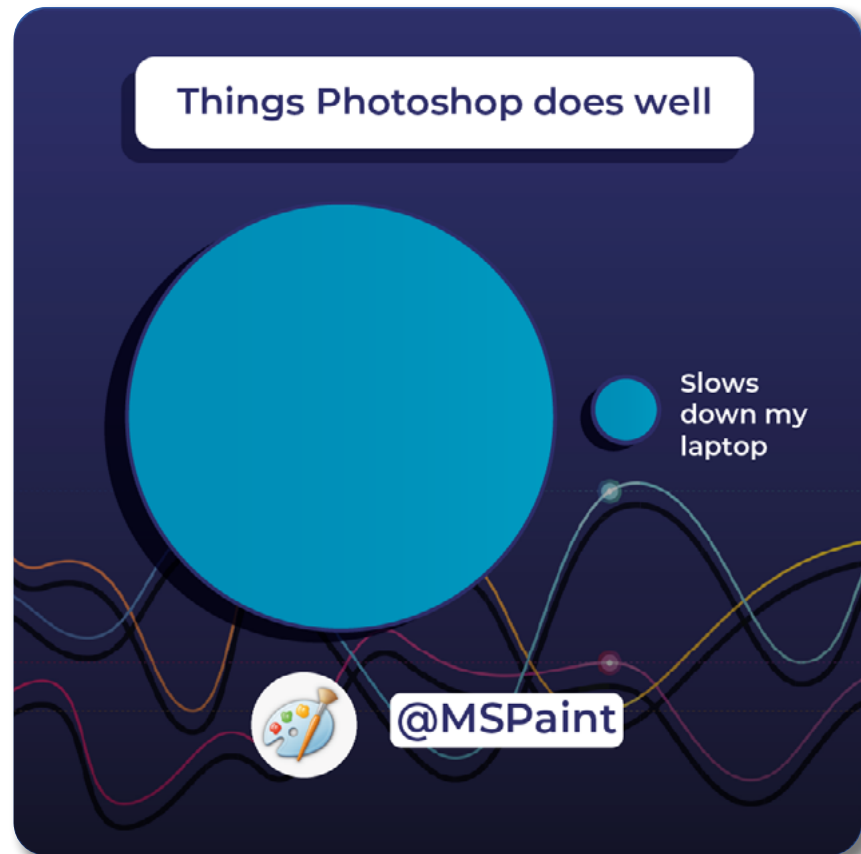
GRAPH GAGS EDITION





BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

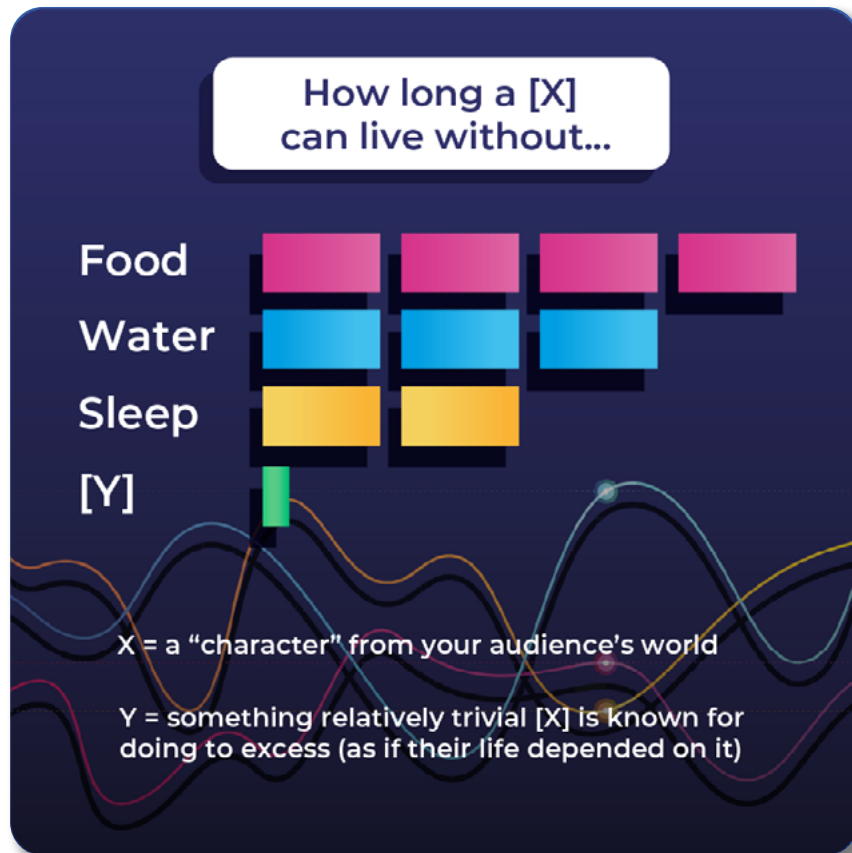




BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

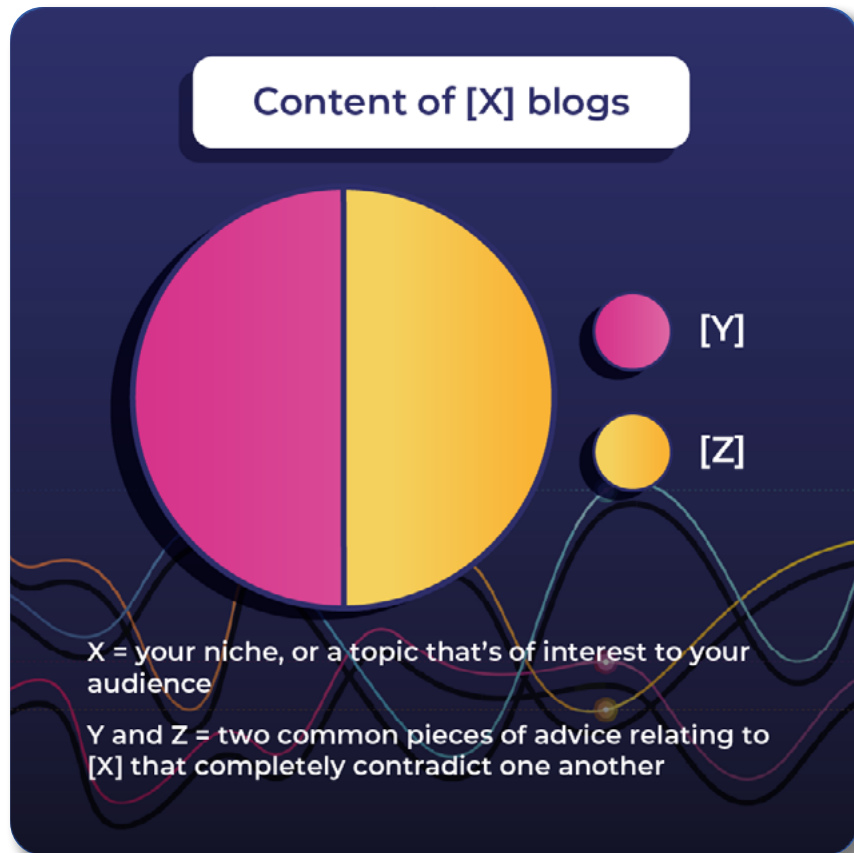
12





BRANDS AGAINST MUNDANITY

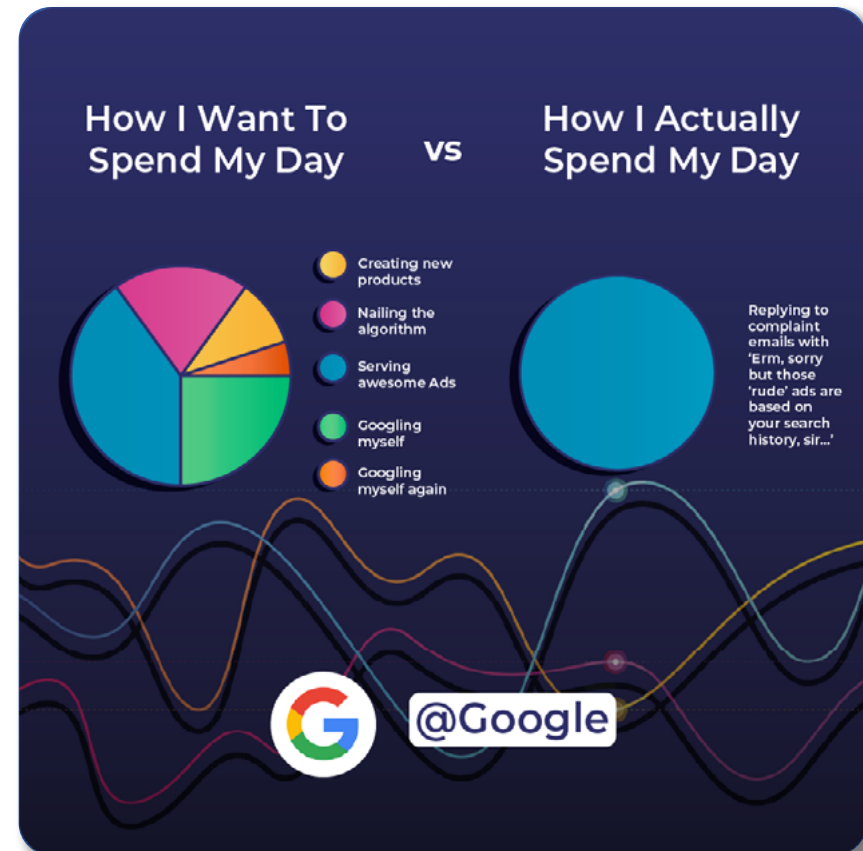
GRAPH GAGS EDITION





BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION





BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

15

The Most Stressful Experiences



X = an experience universally acknowledged to be stressful
Y = another experience universally acknowledged to be stressful
Z = a seemingly trivial or niche experience that your specific audience will be familiar with and likely finds stressful

The Most Stressful Experiences



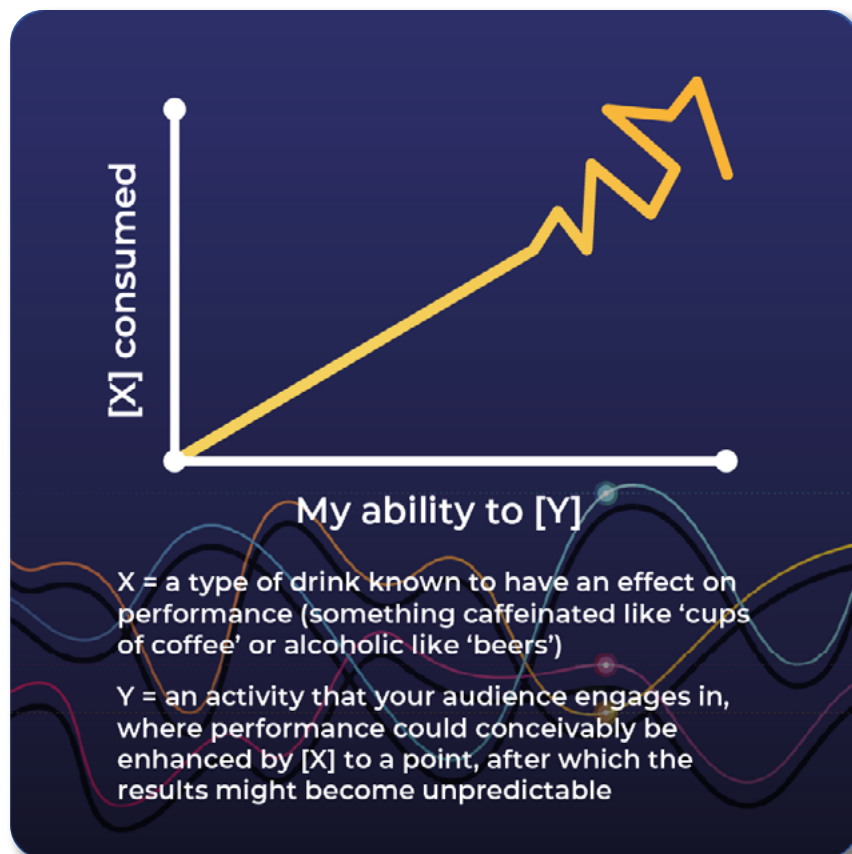
@Costa Coffee



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

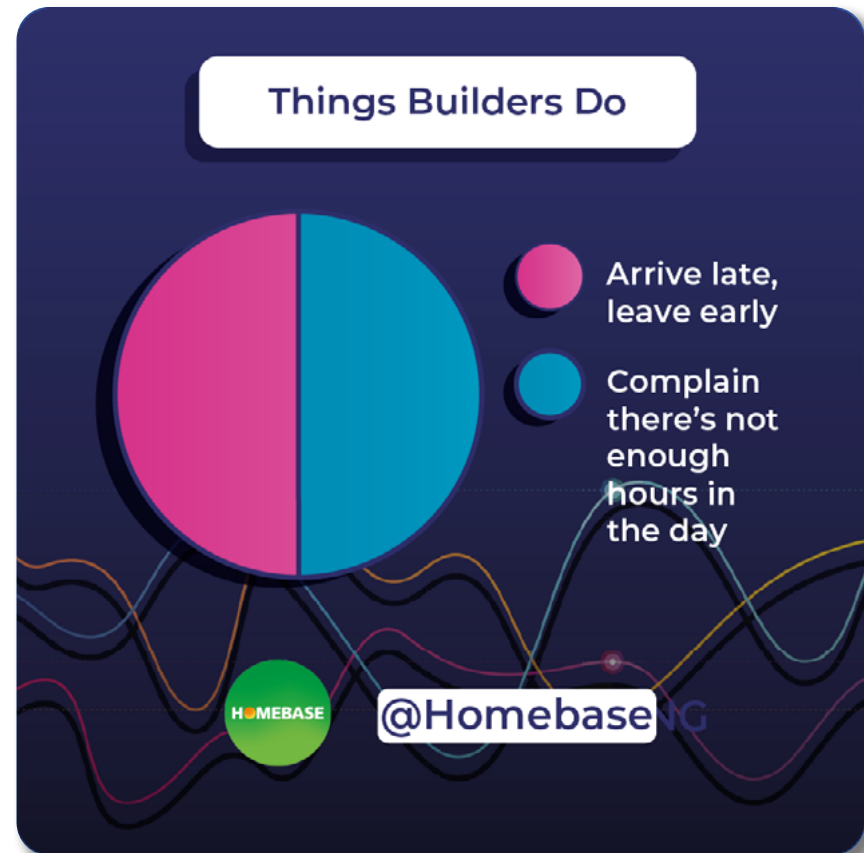
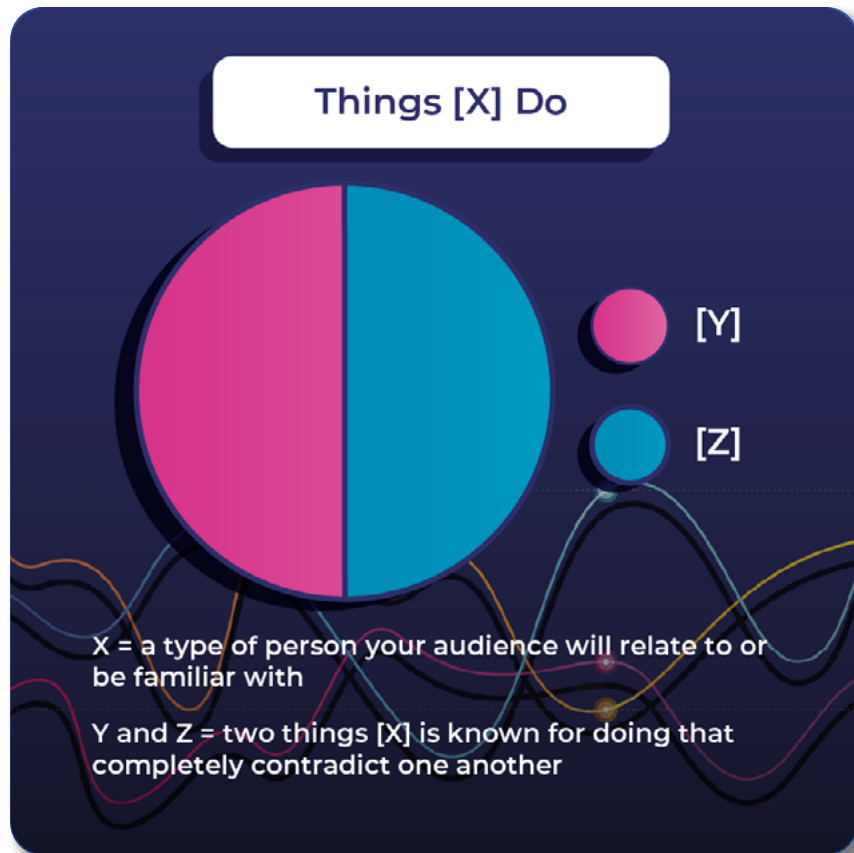
16





BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

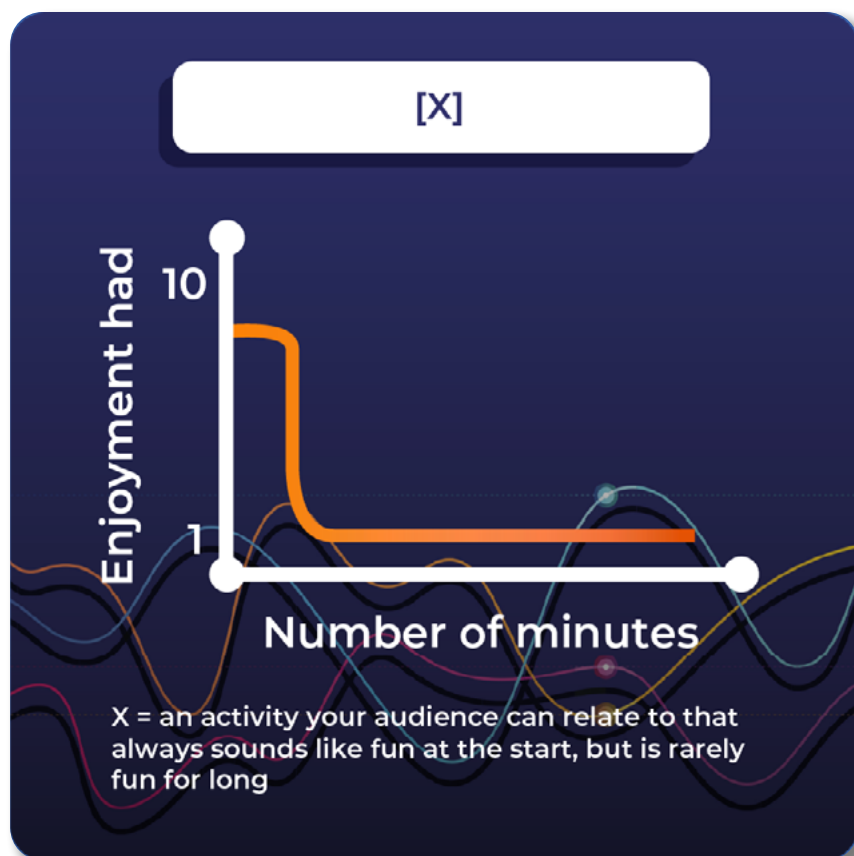




BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

18





BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

Reasons to hire [X]



X = a generalised description of your competition or a group representing the opposite of what your brand stands for

A = something your audience DOES want, that you can give them

B = something else your audience DOES want, that you can give them

C = the ultimate overarching thing you audience wants, that you can give them

Reasons to hire cheap decorators



Ideal Home

@IdealHomeMagazine



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

20

Pointless Fixes



X = either a costly problem your audience would be keen to solve, or a pointless product they really shouldn't be keen to fix

A = the wrong choice of person to solve it (extra points if this is the opposite of your solution)

Pointless Fixes



@Gmail

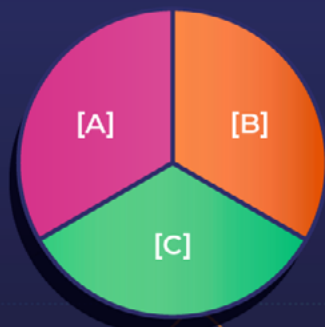


BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

21

What you think
[X] wants from
[Y]



What [X] really
wants from [Y]

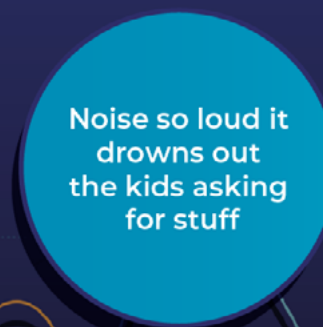


X = a character from your audience's world (this could be themselves)
Y = a product, service or experience that [X] engages with
A, B and C = high level things we might assume [X] needs
D = something small and silly that is all [X] really wants

What you think
mum wants
from a Hoover



What mum
really wants
from a Hoover



Argos

@Argos



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

22

The [X] Fear Factor



Level of Fear

X = a character in your audience's world (ideally an outgroup they are in opposition to)

A, B and C = entirely reasonable things that are likely to scare [X]

D = a completely unreasonable (but believably "true") phobia they might have

The iPhone User Fear Factor



Level of Fear

having to occupy myself for even 5 minutes without my apps



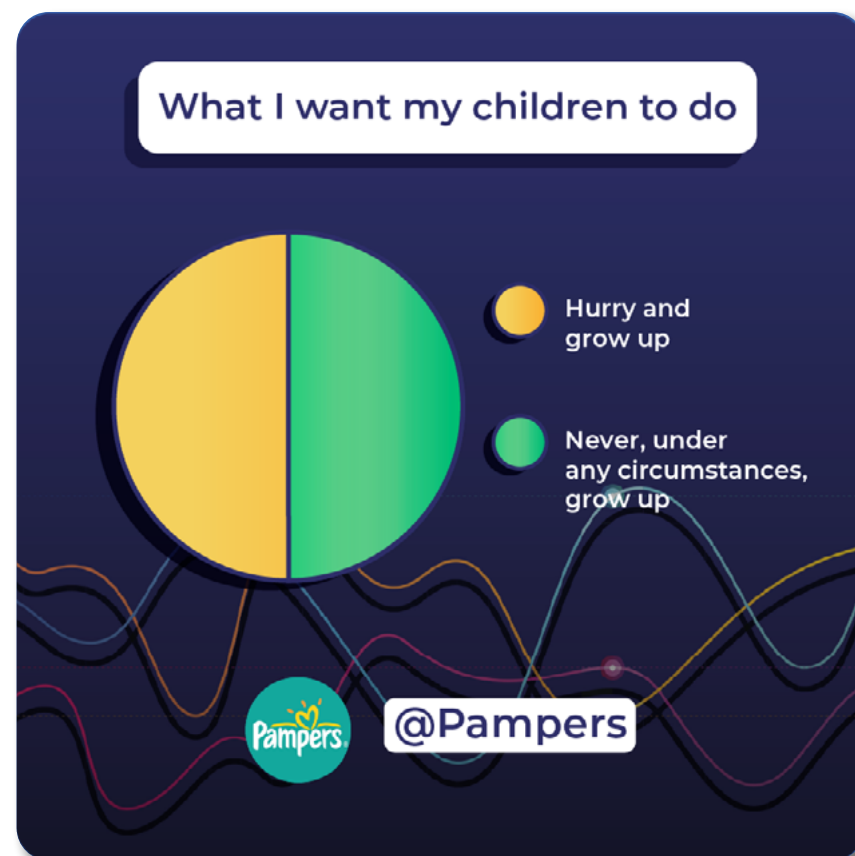
@Android



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

23





BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

24

A handy guide to [X]



[A]

[B]

X = An event or activity your audience regularly undertakes that can often feel like a lot of wasted effort

A = a statement that represents the success of the activity

B = a statement that represents the wasted effort

A handy guide to snacktime



[A] The number of goldfish crackers they're going to eat

[B] The number of goldfish crackers I'm going to find in the couch later



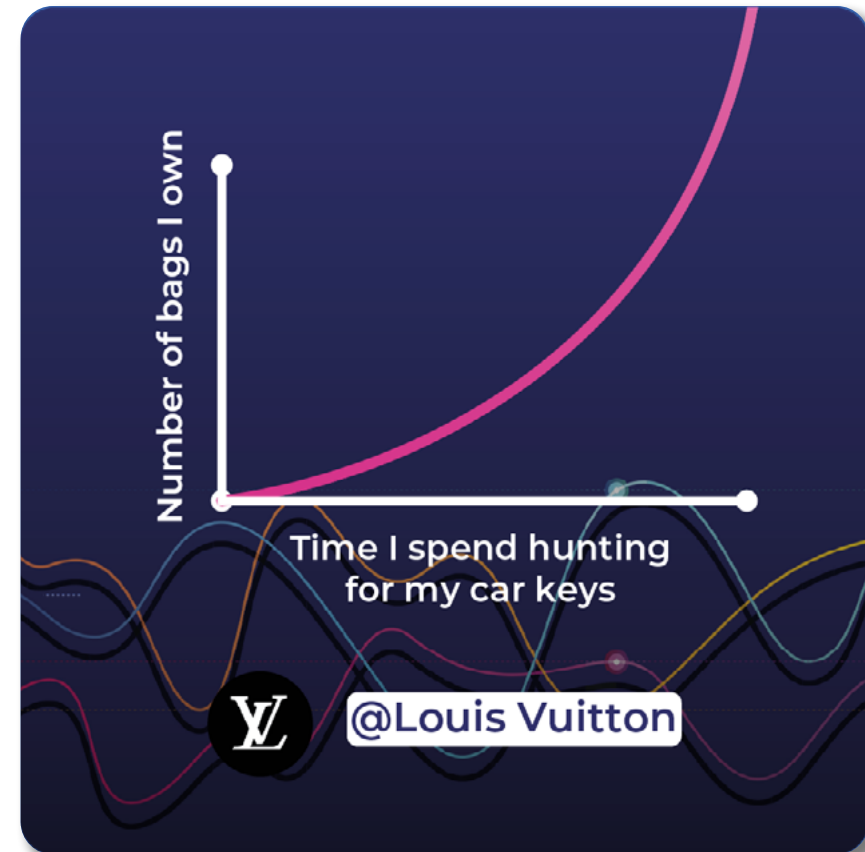
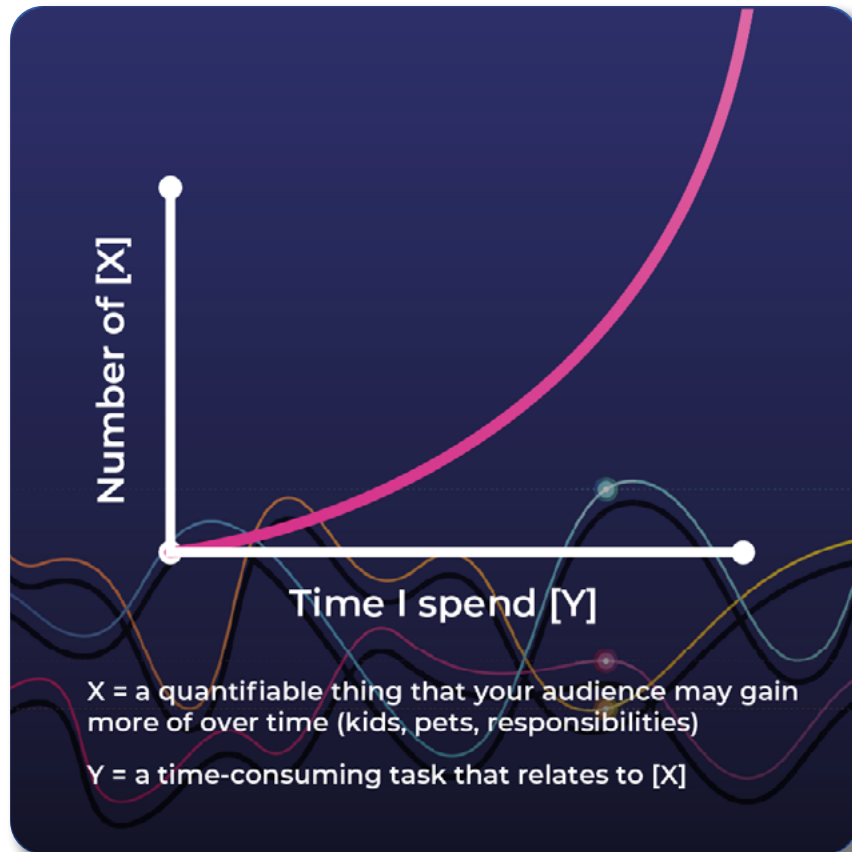
@Mothercare



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

25

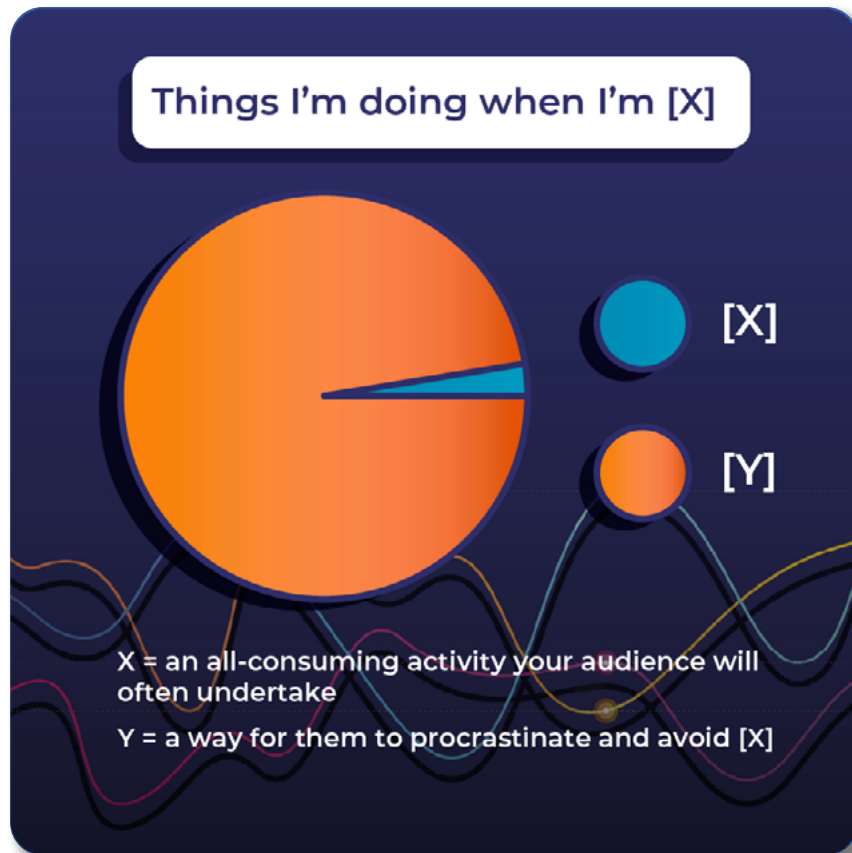




BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

26

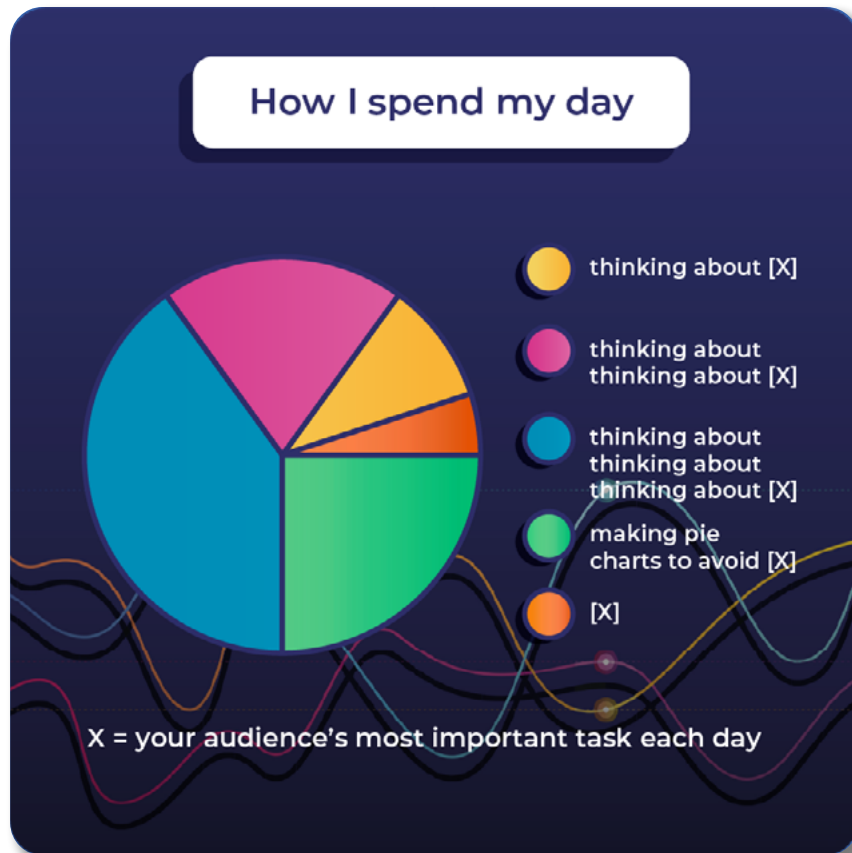




BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

27





BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

28





BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

29

Our least favourite customers



A, B, C and D = genuine reasons to dislike a customer
X = something your customers do because they think it's funny - that definitely isn't funny

Our least favourite customers



@PremierInn



BRANDS AGAINST MUNDANITY

GRAPH GAGS EDITION

30



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