

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

# BRANDS AGAINST MUNDANITY

## GRAPH GAGS EDITION

Hiring an Unwork Copywriter



@SQUARESPACE

Hiring DQ



It's a product or service that often sells disappointing results. If the results might have been successful.

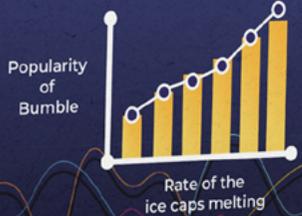
DIGITAL  
DOWNLOAD

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



@MONDAY.COM

#JustSayin



@Tinder

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

# ALSO AVAILABLE FROM



**Brands Against Mundanity**

**The Meme-Maker Edition**



**The Black Box**



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## 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



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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.



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## 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.



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## 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



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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.



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# 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.



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## 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.



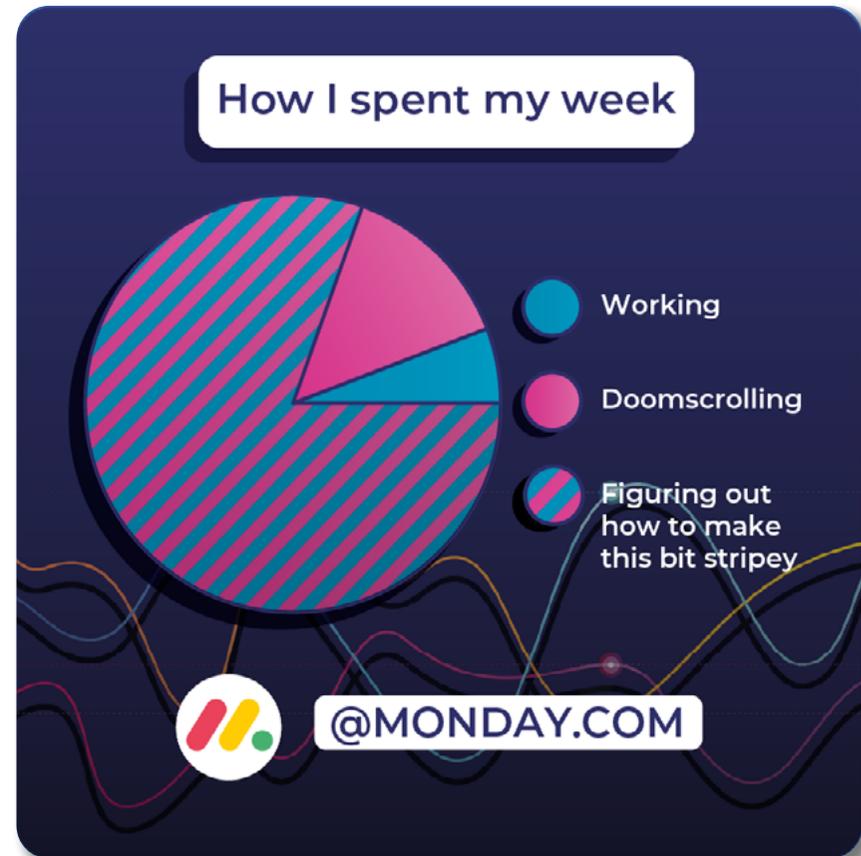
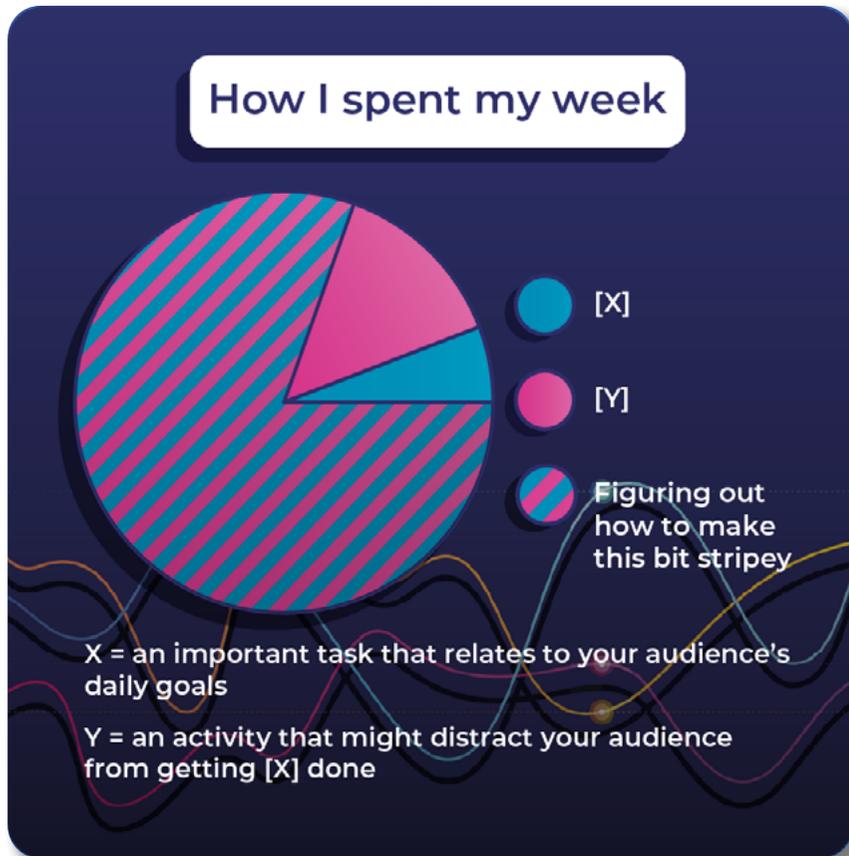
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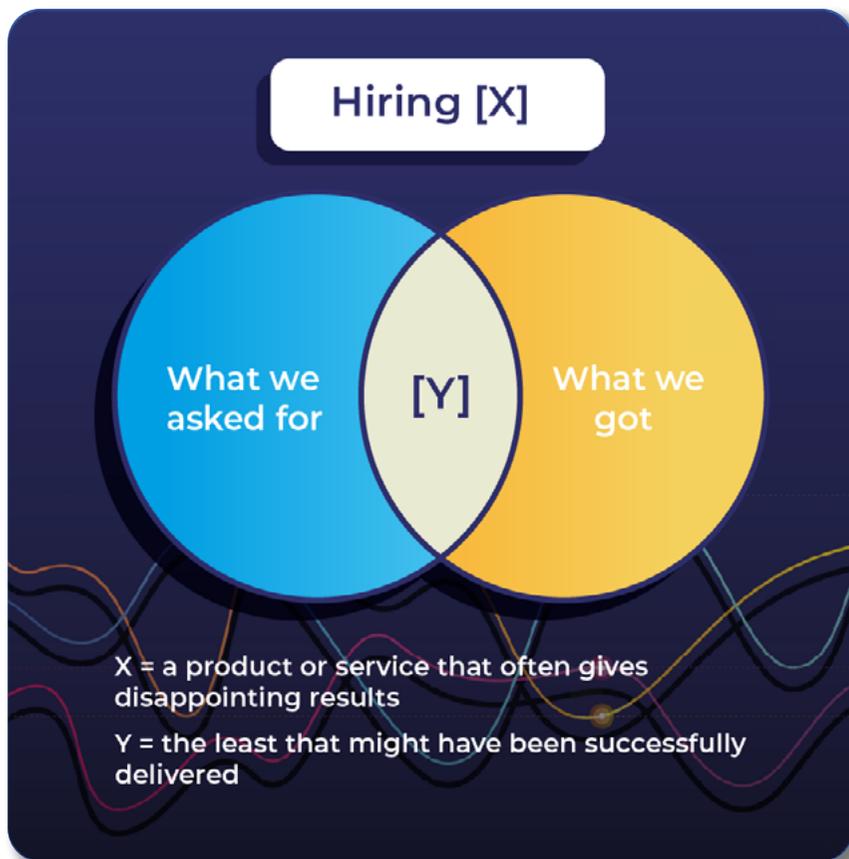
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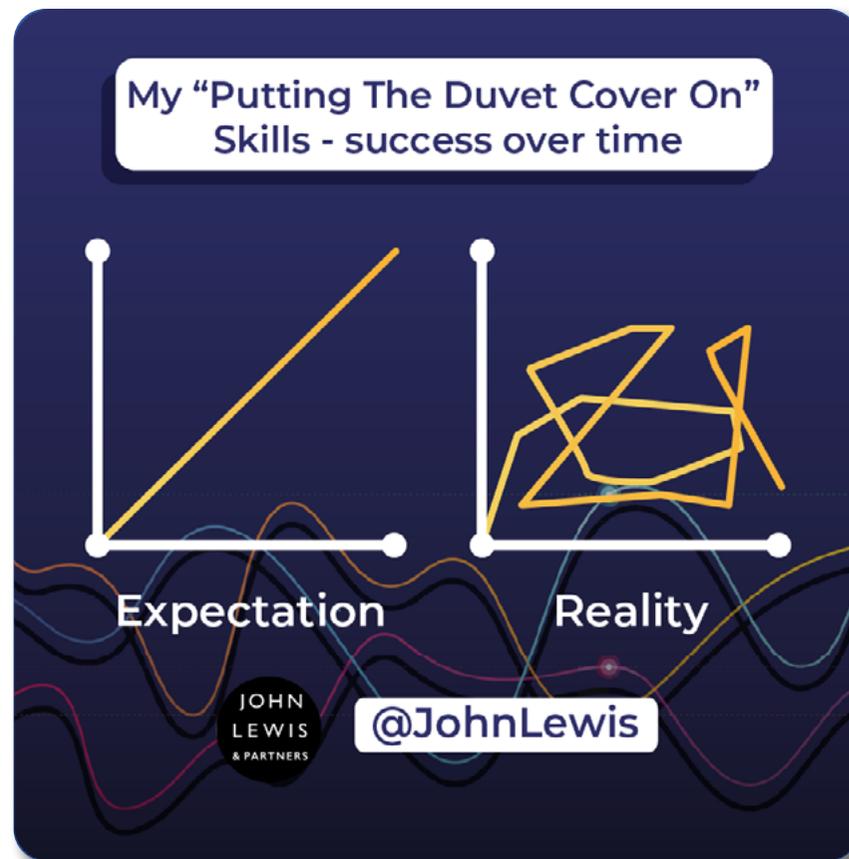
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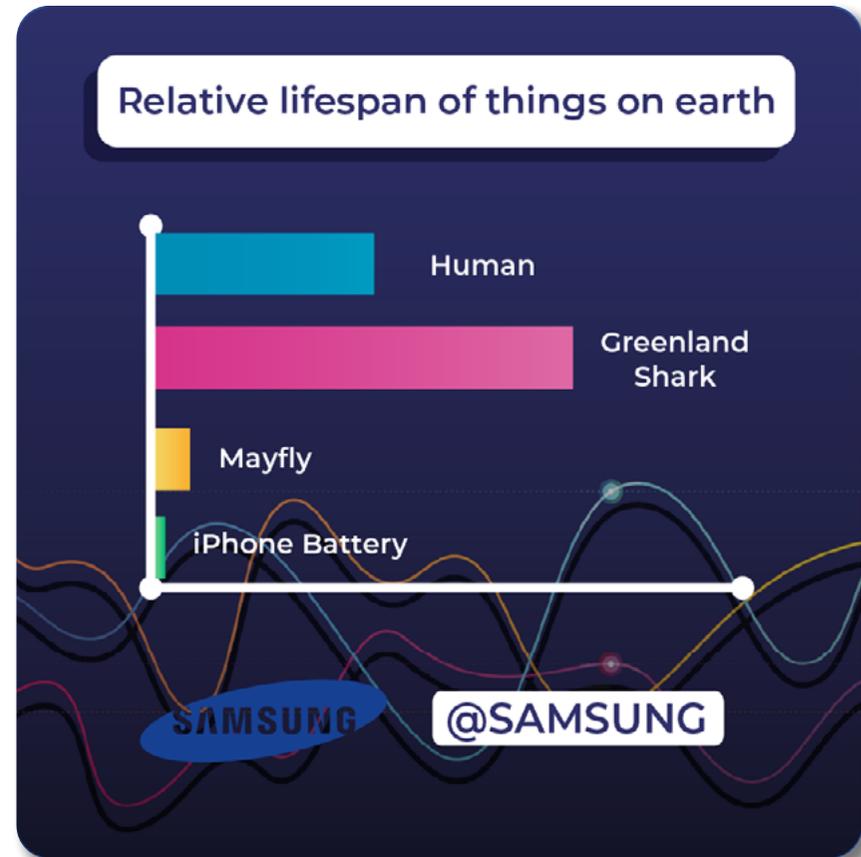
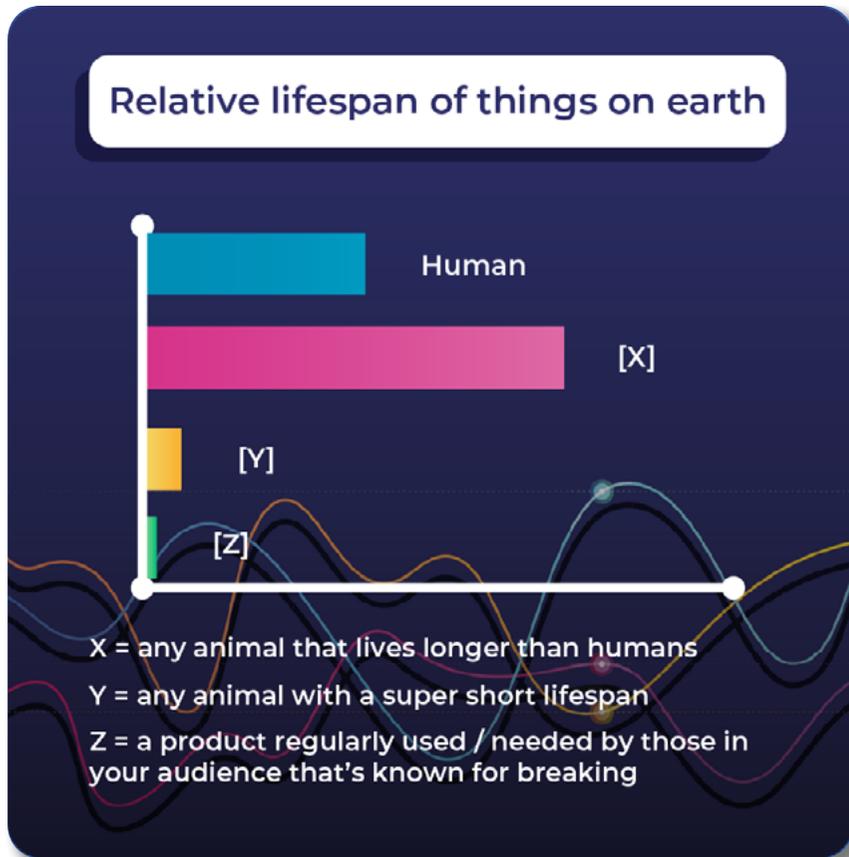
## GRAPH GAGS EDITION





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## GRAPH GAGS EDITION





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A Venn diagram with two overlapping circles on a dark blue background. The left circle is light blue and contains the text "what I think makes a good [X]". The right circle is yellow and contains the text "what my [Y] thinks makes a good [X]". The intersection of the two circles is a light grey color and contains the text "[Z]". Below the diagram, there is explanatory text:

X = a day / product / thing relevant to your audience  
Y = a character in your audience's world (whose opinions are often at the opposite end of the spectrum)  
Z = the only thing you and [Y] are likely to agree makes a good [X]

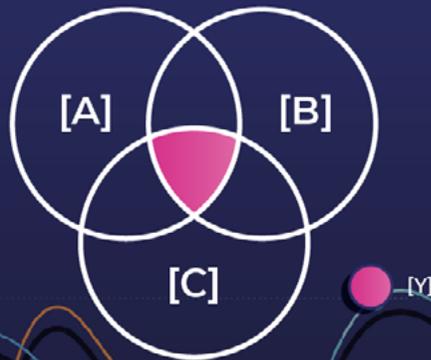
A Venn diagram with two overlapping circles on a dark blue background. The left circle is light blue and contains the text "What I think makes a good Valentine's Day". The right circle is yellow and contains the text "What my partner thinks makes a good Valentine's Day". The intersection of the two circles is a light grey color and contains the text "Sex". Below the diagram, there are two logos: the "durex" logo in a blue rounded rectangle and the "@DUREX" logo in a white rounded rectangle.



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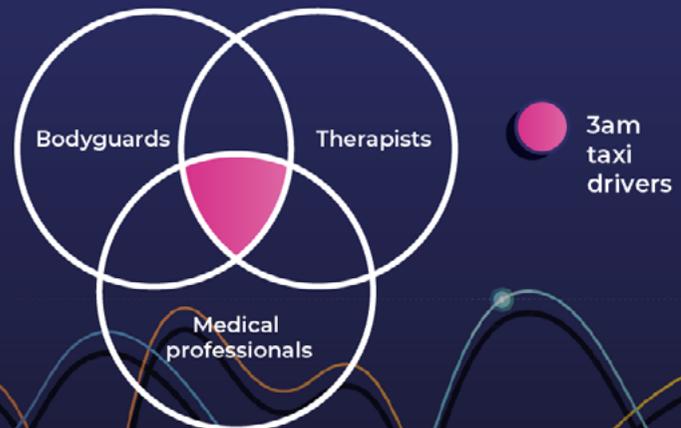
## GRAPH GAGS EDITION

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



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### Why [X]

[A]

[B]

X = a relatable experience or sentiment that your audience will identify with  
A = the explanation that is correct in a very small number of instances  
B = the explanation that is correct almost all of the time

A pie chart with a large blue section and a tiny orange slice. A legend to the right shows a yellow circle for [A] and a blue circle for [B]. The chart is set against a dark blue background with abstract wavy lines.

### Why the world is terrible and everyone in it is the worst

The world is flawed and people can be difficult

It's time for another coffee

@Starbucks

A pie chart with a large blue section and a tiny orange slice. A legend to the right shows a yellow circle for "The world is flawed and people can be difficult" and a blue circle for "It's time for another coffee". The Starbucks logo and the handle "@Starbucks" are at the bottom. The chart is set against a dark blue background with abstract wavy lines.



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People too [A] to be [B]

[X]

People too [Y] to be [Z]

X = a label your audience would proudly give themselves

[A] to be [B] = a comparison your audience might make between themselves and a group they think of as lower in status

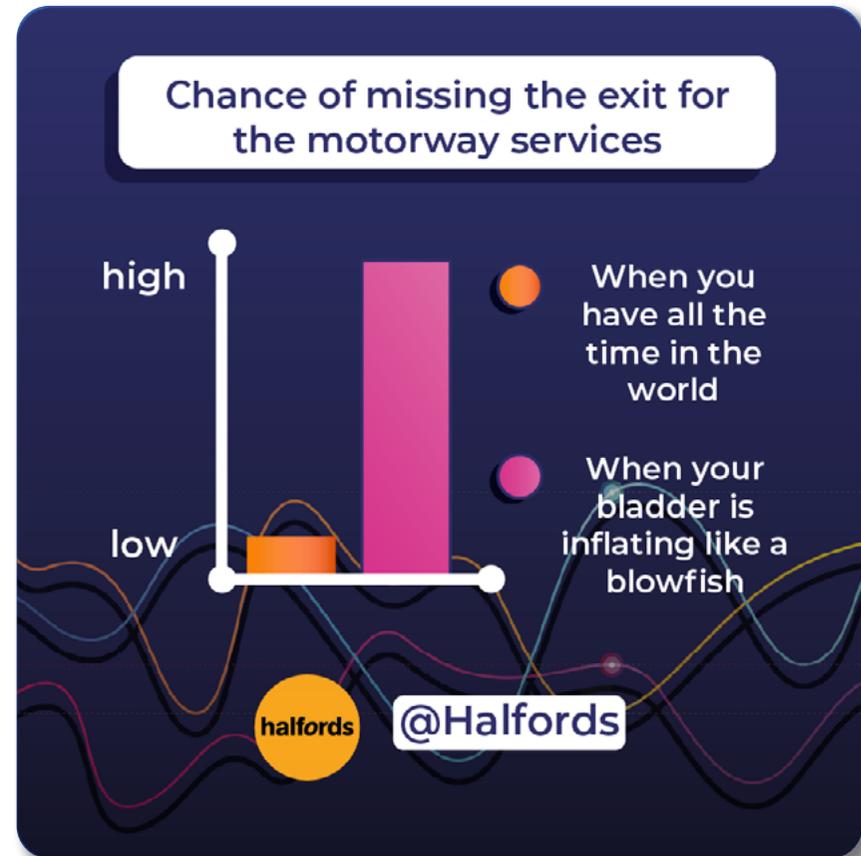
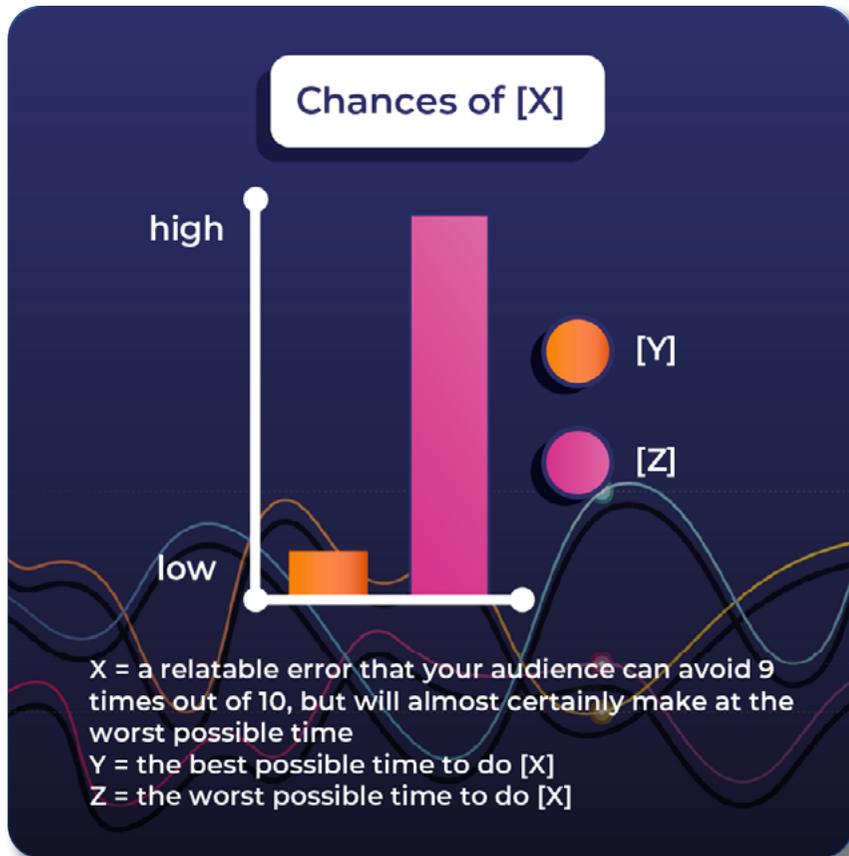
[Y] to be [Z] = a comparison your audience might make between themselves and a group who thinks of themselves as higher status than your audience

Too creative to be Marketing Managers

Too hungry to be artists

Graphic Designers

@Adobe





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Things [X] does well

[A]

X = a tool that your audience uses on a regular basis  
Y = the most frustrating (and regularly occurring) problem with that tool

The image shows a dark blue square with a white rounded rectangle at the top containing the text "Things [X] does well". Below this is a large blue circle on the left and a smaller blue circle on the right containing the letter "[A]". A series of colorful, wavy lines connect the two circles. At the bottom, there is a legend defining X and Y.

Things Photoshop does well

Slows down my laptop

@MSPaint

The image shows a dark blue square with a white rounded rectangle at the top containing the text "Things Photoshop does well". Below this is a large blue circle on the left and a smaller blue circle on the right containing the text "Slows down my laptop". A series of colorful, wavy lines connect the two circles. At the bottom, there is a paint palette icon and a white rounded rectangle containing the text "@MSPaint".



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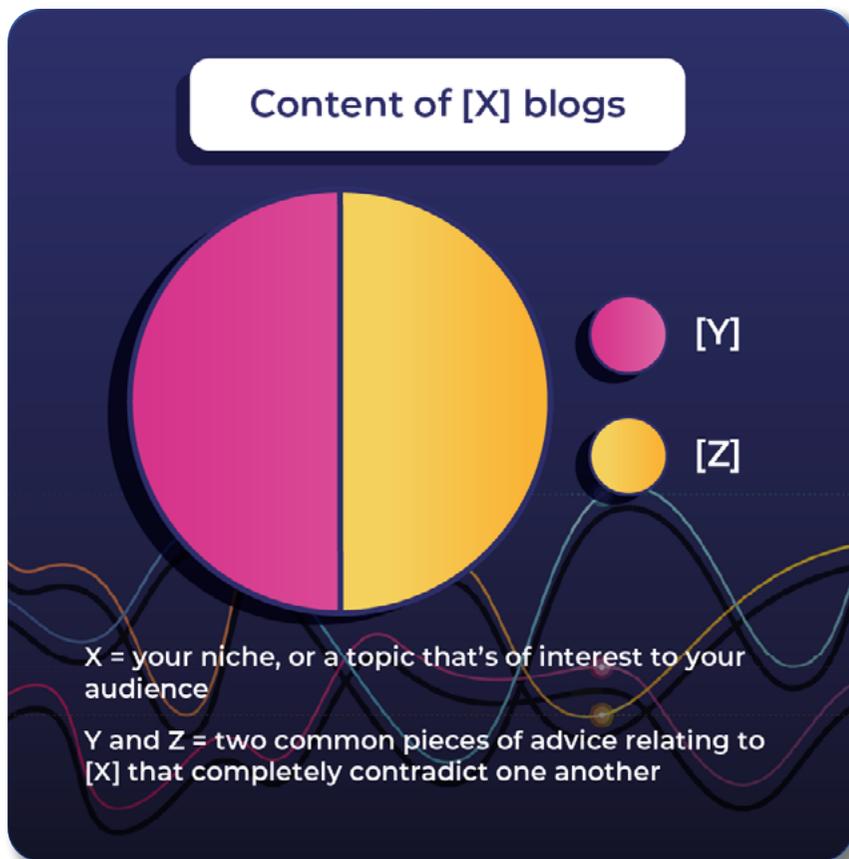
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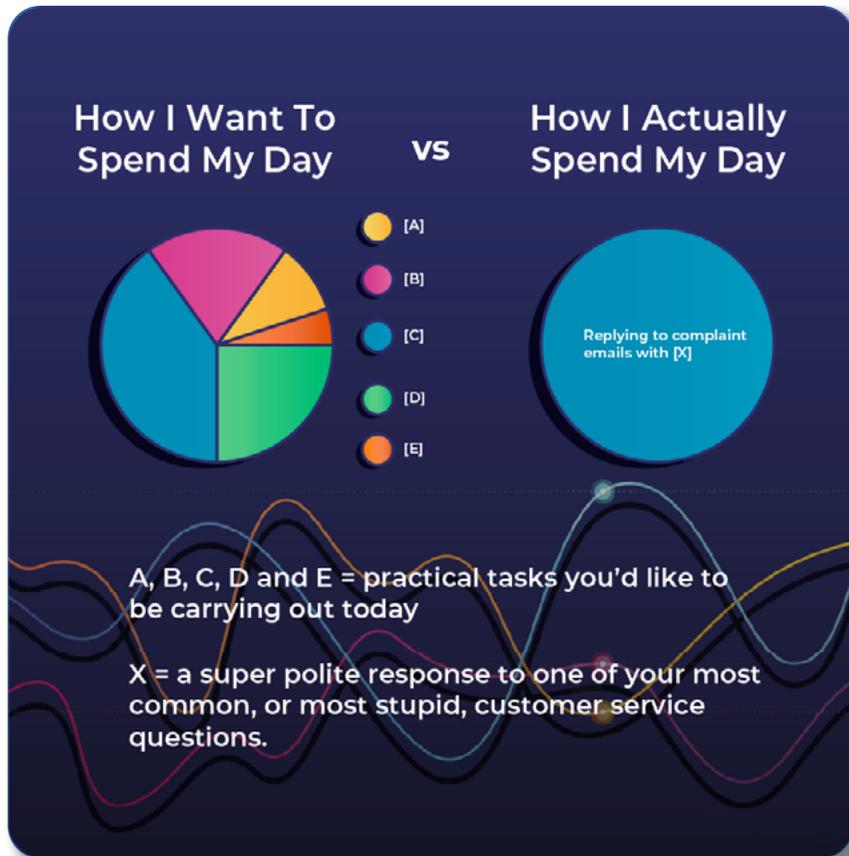
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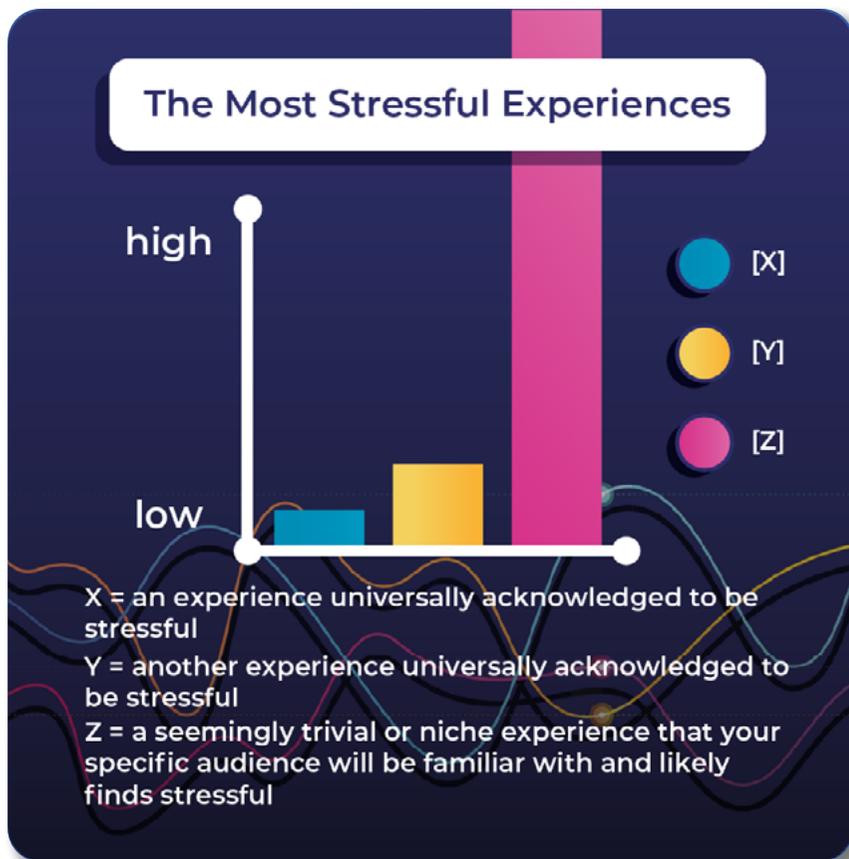




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[X] consumed

My ability to [Y]

X = a type of drink known to have an effect on performance (something caffeinated like 'cups of coffee' or alcoholic like 'beers')

Y = an activity that your audience engages in, where performance could conceivably be enhanced by [X] to a point, after which the results might become unpredictable

Shots consumed

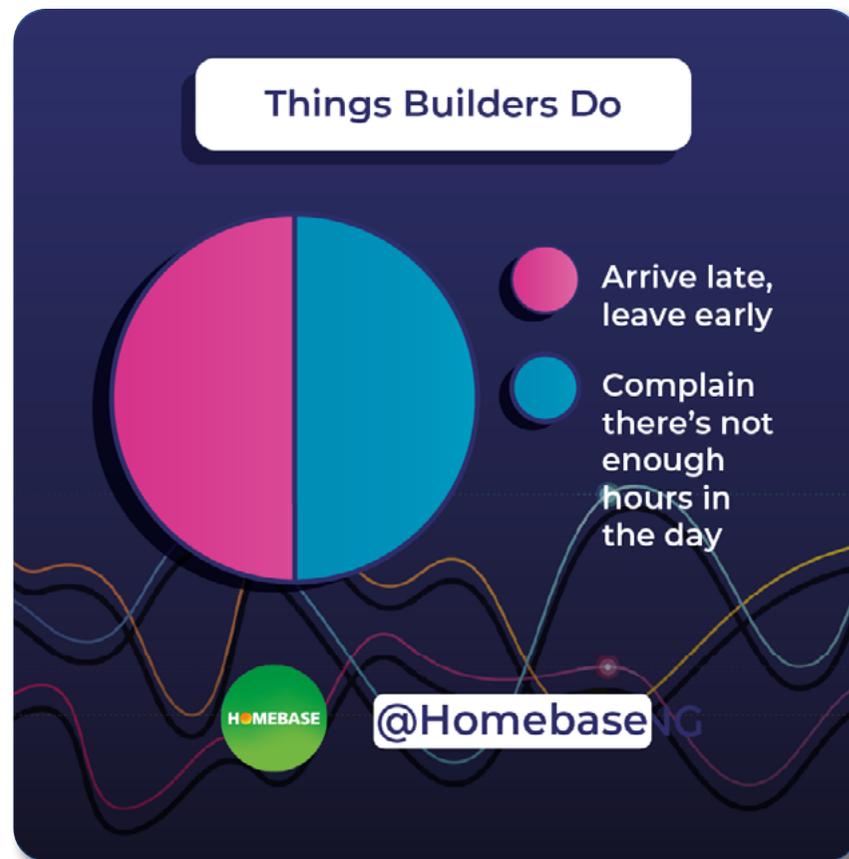
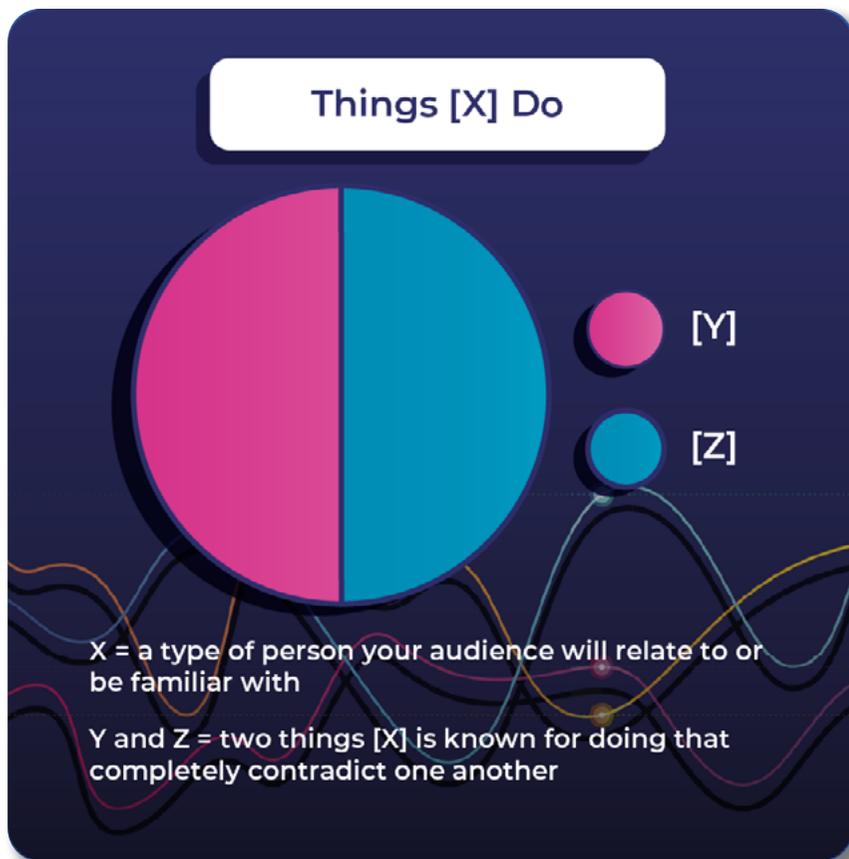
My ability to win a dance off

boohoo @Boohoo



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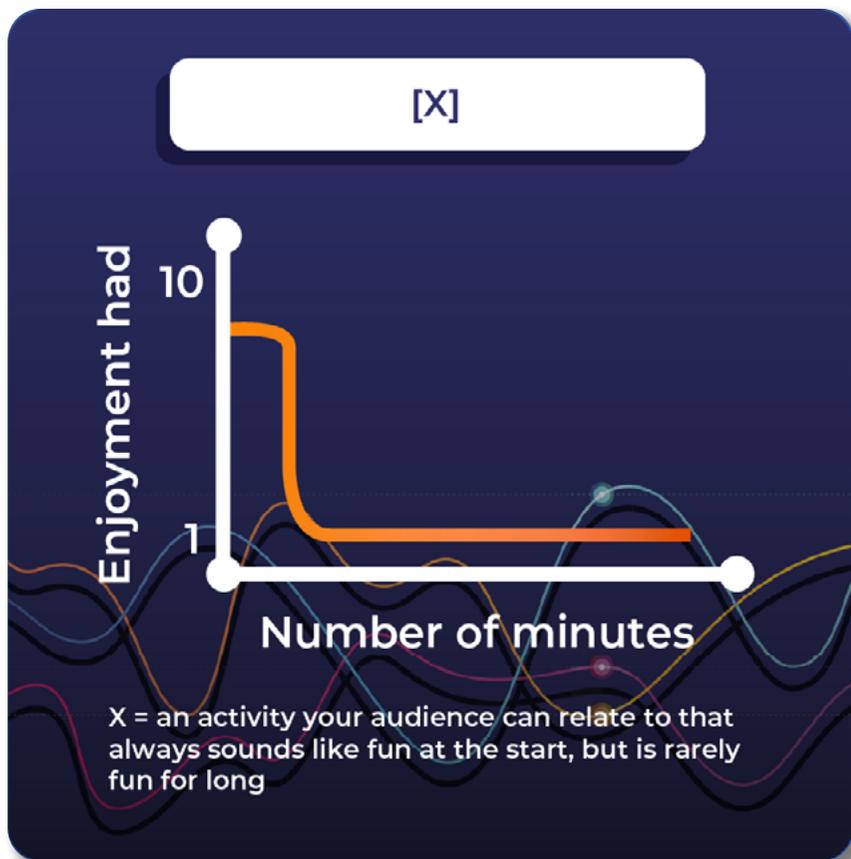
## GRAPH GAGS EDITION





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**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**

**IdealHome** **@IdealHomeMagazine**



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### 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



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## GRAPH GAGS EDITION

What you think [X] wants from [Y]

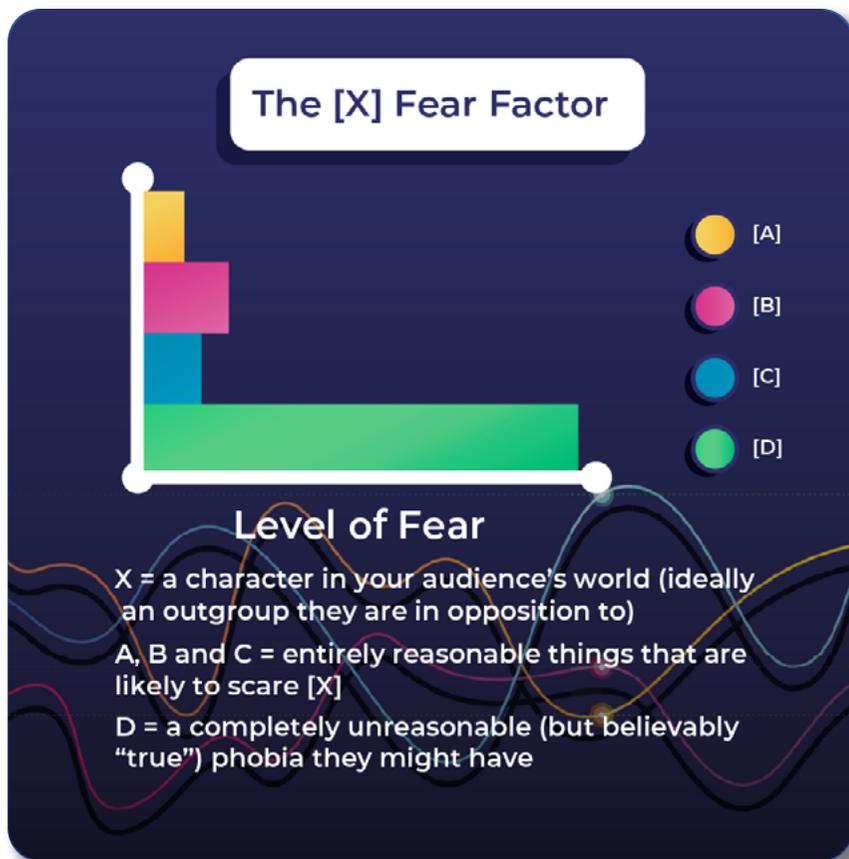
What [X] really wants from [Y]

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





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What I want [X] to do

[A]

[B]

X = a character in your audience's world  
A and B = two entirely reasonable (but completely contradictory) wishes

What I want my children to do

Hurry and grow up

Never, under any circumstances, grow up

Pampers

@Pampers



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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

The number of goldfish crackers they're going to eat

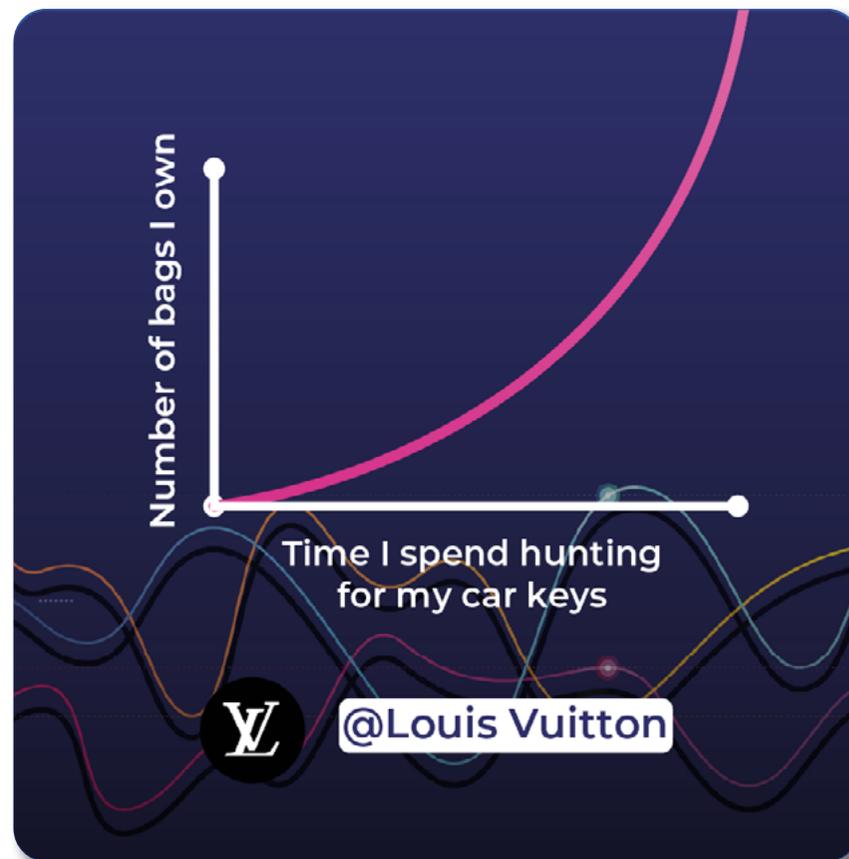
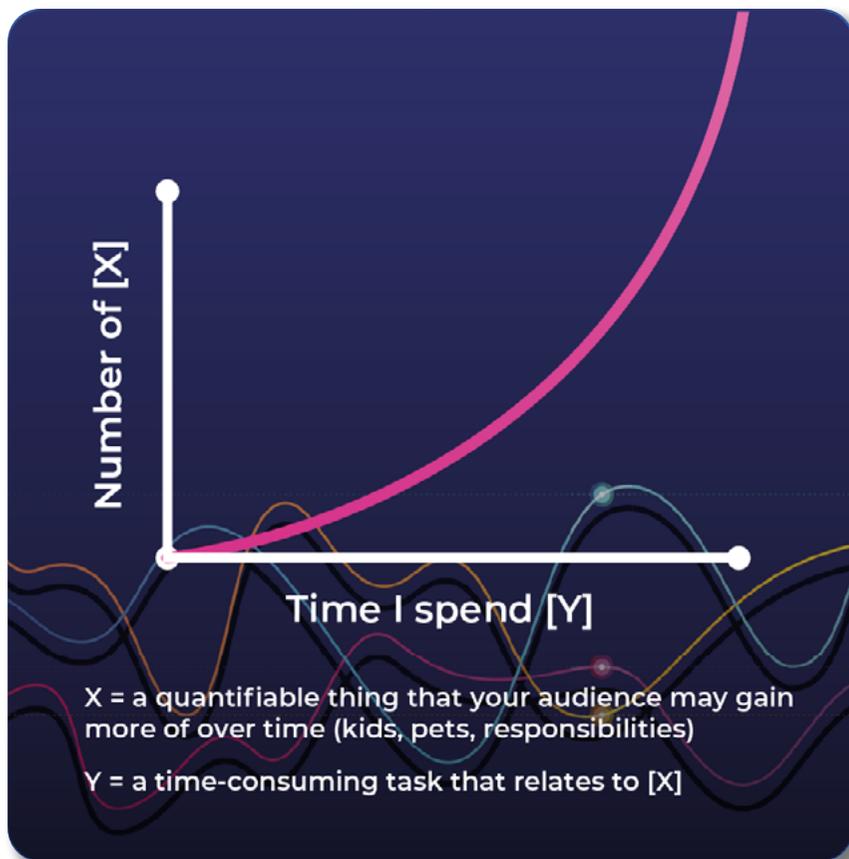
The number of goldfish crackers I'm going to find in the couch later

@Mothercare



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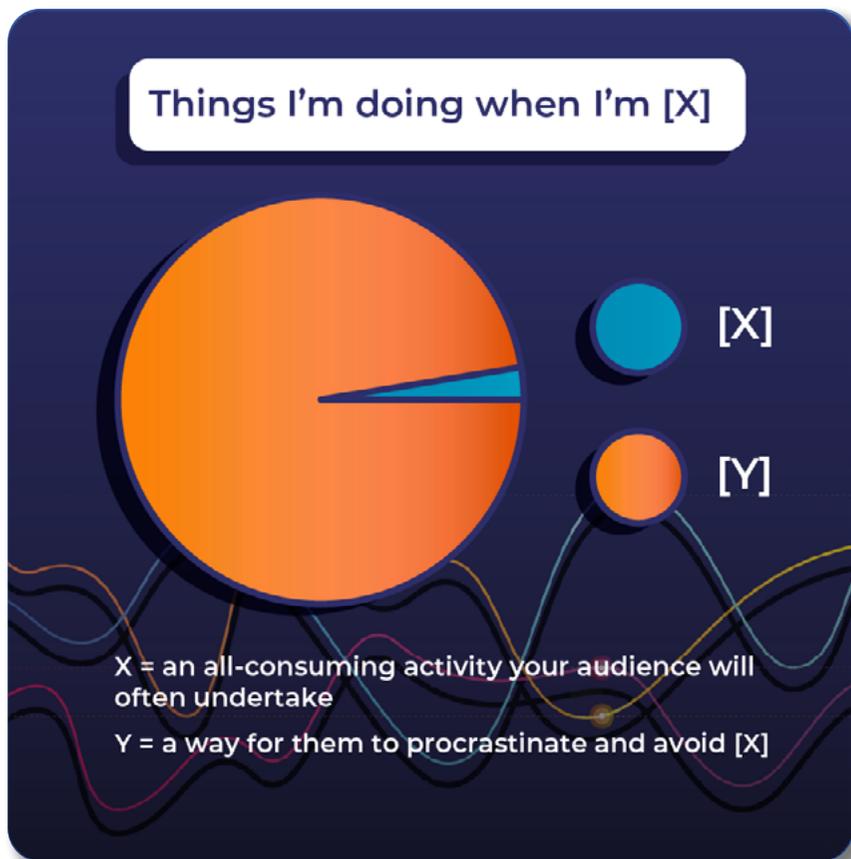
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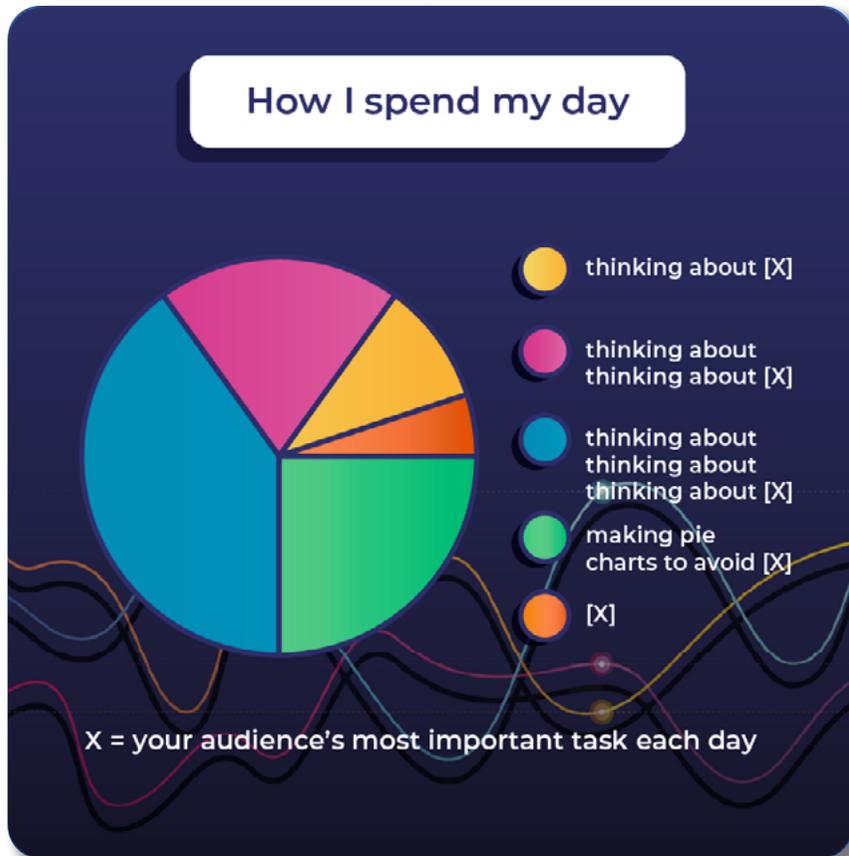
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# WANT TO TAKE YOUR CONTENT TO THE NEXT LEVEL?

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](#)