

# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

A GAME FOR MARKETING TEAMS  
AGED 3+ WHO WANT THEIR SOCIALS  
TO ENTERTAIN, ENGAGE AND SELL

When I say "[X]" but [Y]

X = a white lie your audience  
might tell to keep the peace  
Y = the truth of the matter



Suggested  
A fight o  
break out  
'brawl' or

WHITE  
LABEL  
COMEDY



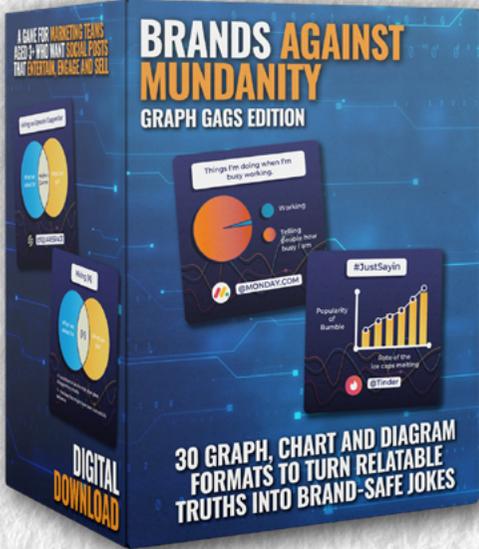
When I say "leaving now", but  
I'm just getting in the shower.

# ALSO AVAILABLE FROM



Brands Against Mundanity

The Graph Gags Edition



The Black Box



# BRANDS AGAINST MUNDANITY

## 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 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.

In the era of social, the meme is king. But do you know what memes really are? They're jokes! And that means with the right formula - you can 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 memes - giving you captions you can reversion to turn an expressive stock image into a brand-safe joke your audience will love.

30 brands 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 caption formats - each one contains several blanks that need to be filled in, tips on how best to use each space, and search suggestions to help you find the perfect stock image. You'll also see an example that shows how a big name brand might use the template.

At least one player will need access to a laptop. Each player will also 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.

The player with the laptop should search their chosen Stock Image site using the keywords suggested, and choose a relevant image for the round - the more expressive, the better. If playing over zoom, be sure to share your screen so others can see.



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All other players then have 2 minutes to write out as many filled-in versions of the caption 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 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 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 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 memes 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.

**Do we need a subscription to a stock image library?** Fear not! There are plenty of free alternatives, like Pexels (<https://www.pexels.com>) and Unsplash (<https://unsplash.com>). Or - even better - you could get members of your team to create the expressive photos in and around the workplace. Your audience will get to see behind the red curtain - and you'll be entertaining and engaging them at the same time.

**I've got my caption, I've got my picture - but how do I make the memes?** 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.

**Can we just use the images you've used for the sample jokes?** All of our images are from Adobe Stock - if you have a subscription, you can license these directly from Adobe. You cannot use the images without a license though - so make sure you don't fall foul of the law.



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MEME-MAKER 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.



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MEME-MAKER EDITION

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MEME-MAKER EDITION**



# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When I say “[X]” but [Y].

X = a white lie your audience might tell to keep those around them happy  
Y = the truth of the matter



IMAGE :

Someone scheming.  
Search ‘evil genius’  
or ‘evil plan’.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When I tell you [X].

X = a question your audience would love to know the answer to, given a playful answer everyone will know is untrue



IMAGE :

Someone looking irritated, trying to restrain it. Search 'headache' or 'face palm'.



When I tell you that the 11 secret herbs and spices are all dill.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When they hate [X] but [Y].

X = something a lot of people outside your audience object to

Y = something those people don't seem to object to - even though by the logic of X, they really should



IMAGE :

Someone astonished, at their wits end. Search 'frustrated' or 'disappointed'



When they hate the license fee but pay twelve quid a month for Netflix.



# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

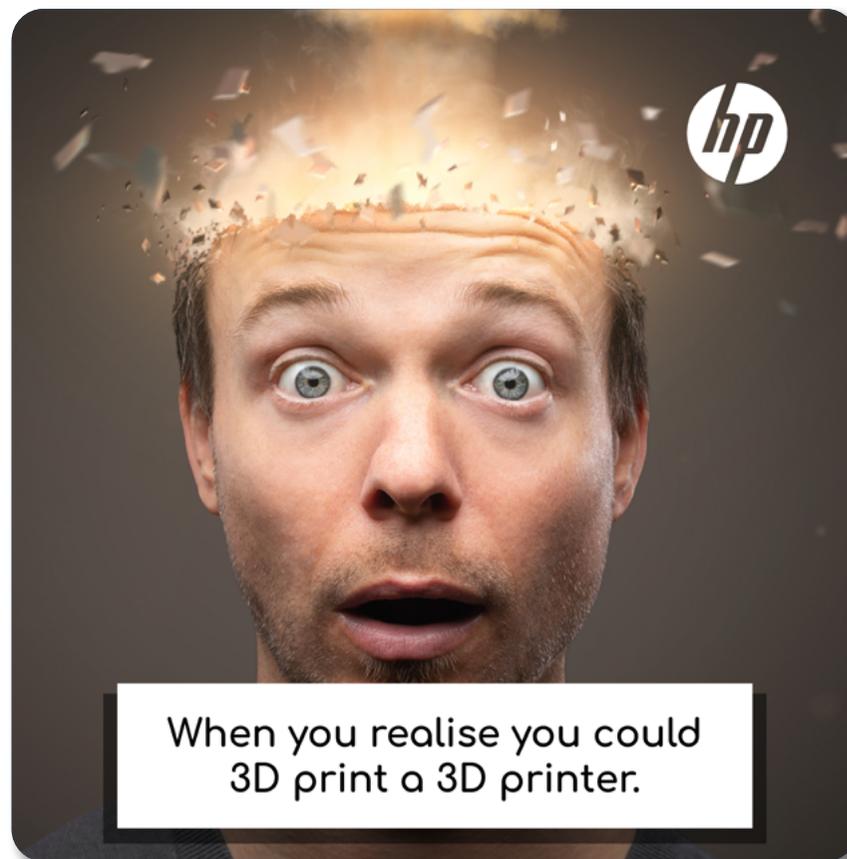
When you realise [X].

X = a profound (but very silly) idea that would transform your audience's lives



IMAGE :

Someone having a game-changing realisation.  
Search 'mind blown'.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When you see photos from your '[X]' phase.

X = a lifestyle choice that's the opposite of one your audience would choose



IMAGE :

Someone recoiling in disgust or fear. Search 'disgusted' or 'terrified'.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

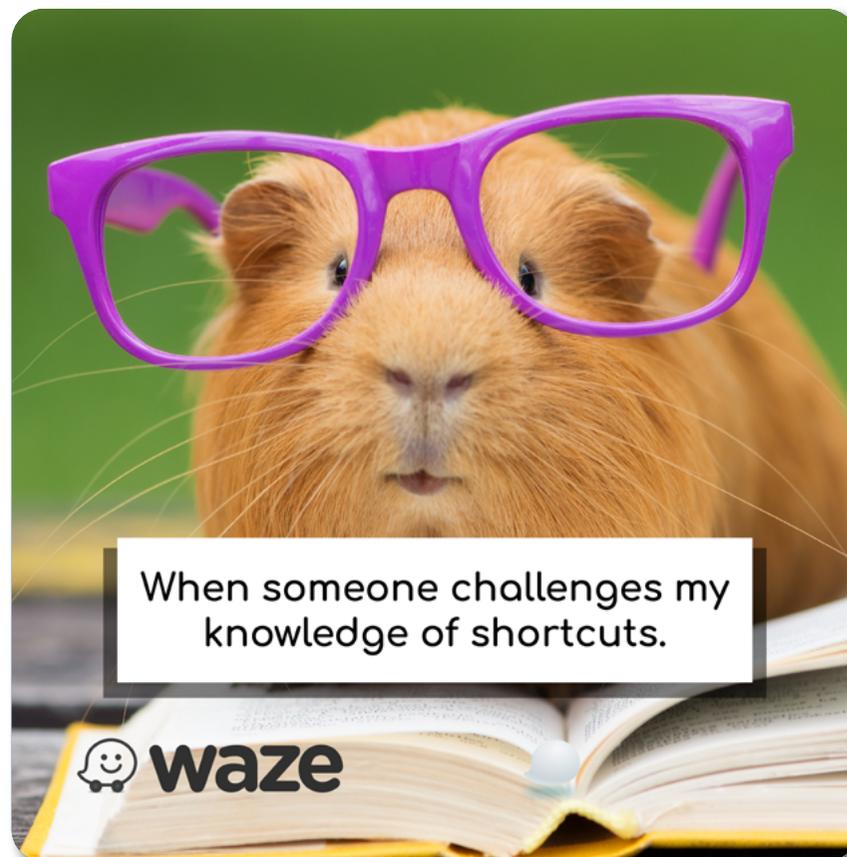
When someone challenges my knowledge of [X].

X = a niche area of expertise that you (and/or your audience) are known for



IMAGE :

A cute animal wearing glasses, poring over a book or computer. Search 'animal glasses' or 'animal reading'.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

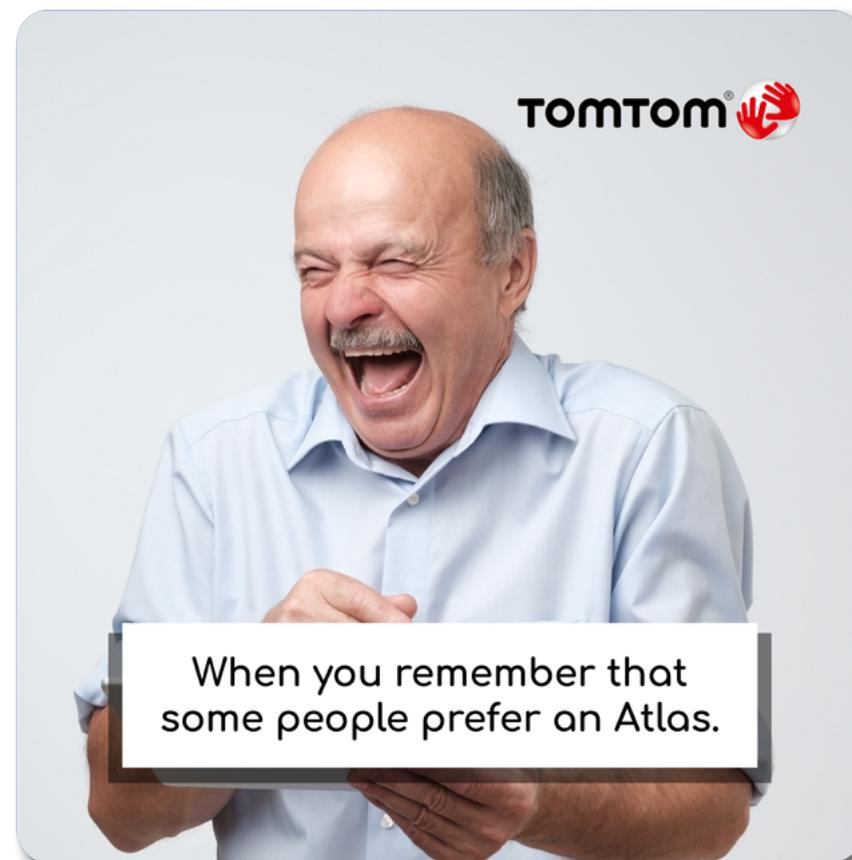
When you remember that some people [X].

X = a controversial preference for the opposite of your brand offering, e.g. for one of your competitors (or something equally nonsensical)



IMAGE :

Someone crying with laughter.  
Search 'laughing'.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When [he/she] says [he/she]'s just not that into [X].

X = something your audience loves (this can be something you offer), which they would prefer their romantic partner to share their passion for



IMAGE :

Someone with their head in their hands, holding back a sob or wiping away a tear. Search 'upset' or 'bad news'

CHIQUITO



When she says she's just not that into guac.



# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When you try to talk to me about [X].

X = an activity that your audience is sick of hearing about and has no interest in (this can relate to a competitor or their offering)



IMAGE :

Someone raising their palm to stop someone talking. Search 'talk to the hand' or 'stop'.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When I hear someone say they prefer [X].

X = a product or activity that sits in opposition to your brand offering, and your audience's preferences



IMAGE :

A cute baby looking disgusted or alarmed. Search 'disgusted baby'.



When I hear someone say they prefer ebooks.

Waterstones



# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When I find out you [X].

X = something trivial that would amount to the ultimate betrayal in your audience's eyes



IMAGE :

Two upset people back to back, ignoring each other after an argument. Search 'quarrel' or 'back to back upset'.



And then [he/she] said '[X]'

X = An opinion, claim or question that's so far opposed to your audience's viewpoint, they would laugh at anyone who says/thinks that



IMAGE :

Someone whispering to someone else, both of them laughing. Search 'whisper and laugh' or 'gossip'.



Please lord, just let me [X].

X = the thing your audience wants above all else, but they might not get without divine intervention



IMAGE :

Someone in an exaggerated praying pose. Search 'praying' or 'begging'.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When somebody says '[X]'.

X = an opinion that your audience will strongly disagree with, and is fed up of hearing from people who don't 'get it'



IMAGE :

An angry baby.  
Search 'angry baby'.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When your [X] results come back [Y].

X = a type of test your audience would be interested in taking (or has to take)  
Y = the result they don't expect, or want



IMAGE :

Someone looking disgusted, taken aback or alarmed. Search 'disgusted reaction'.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When I realise I [X]

X = a shocking mistake that your audience might make



IMAGE :

A cute animal, open-mouthed in shock. Search 'shocked animal'.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

### When [X] says [Y].

X = someone who gives your audience advice or tells them what to do, for their own benefit

Y = a piece of advice Y might give, that contradicts how your audience would ideally like to live their lives



#### IMAGE :

A cute kid with their finger on their lips. Search 'kid shush'





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When you remember you put  
'[X]' on your CV.

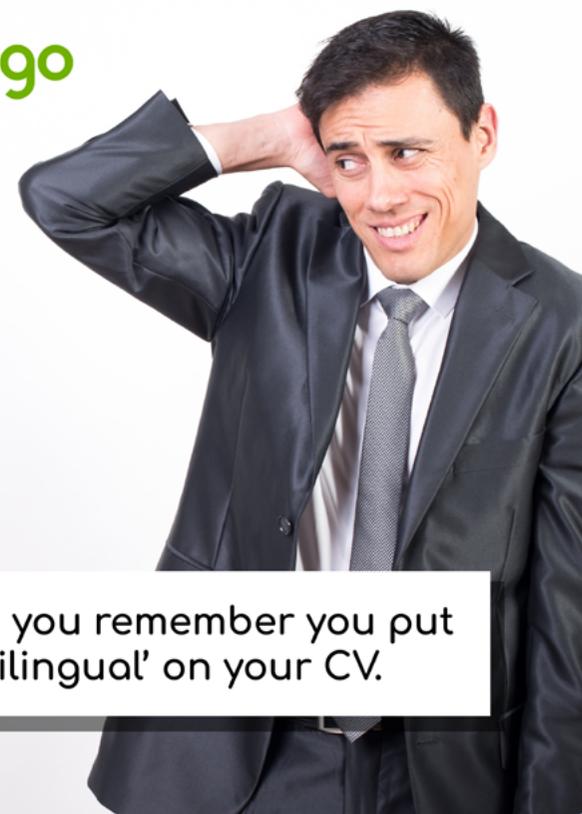
X = a sought-after skill that would look impressive on a CV - ideally one that your audience might aspire to but not yet possess



IMAGE :

Someone cringing or looking nervous. Search 'awkward'.

duolingo



When you remember you put  
'bilingual' on your CV.



# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When I hear rumours [X].

X = a possible outcome that your audience definitely wouldn't want to be true



IMAGE :

A child crying.  
Search 'crying kid'.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When [X] [Y].

X = a person or brand your audience interacts with

Y = an exaggerated version of something X is known to do, that would annoy your audience



IMAGE :

Someone looking perplexed and annoyed. Search 'appalled' or 'WTF'.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

“I know you like [X], so I got you [Y]. Happy Birthday!”

X = a category of activity or entertainment that your audience enjoys  
Y = something that technically fits in the category of X, but barely - and would therefore be a terrible present for someone who likes X



IMAGE :

Someone recoiling in disgust. Search 'disgust' or 'ugh no'.



I know you like comedy, so I got you a Jim Davidson DVD.  
Happy Birthday!

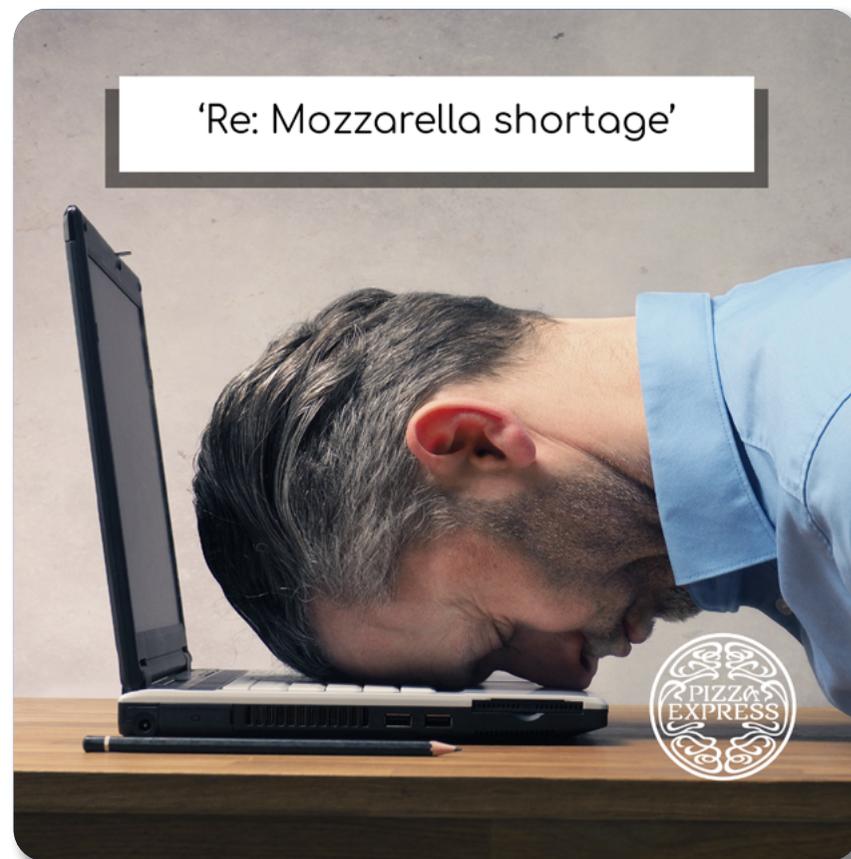
'Re: [X] shortage'

X = something your audience loves, that they would be upset to receive an email informing them was in short supply



IMAGE :

Someone despairing at a laptop. Search 'head on keyboard' or 'bad news computer'.



When I realise I'm dating someone who [X].

X = an opinion that your audience would unanimously agree is gross and wrong



IMAGE :

Someone about to be sick.  
Search 'vomit' or 'retch'.



When [X] tries to explain [Y].

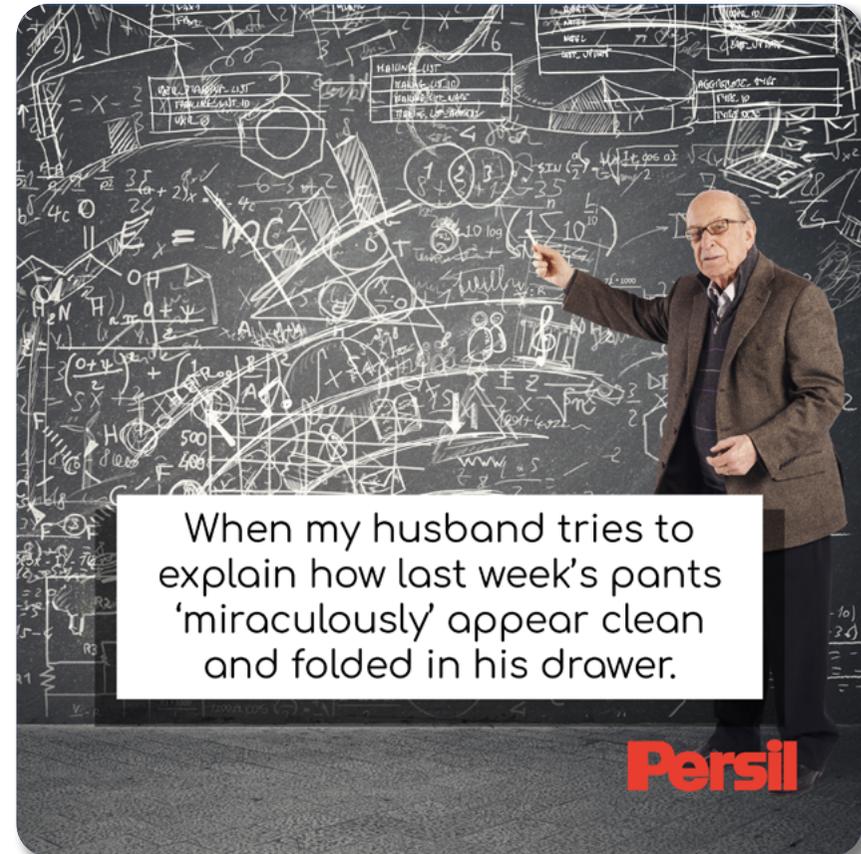
X = a person your audience regularly interacts with

Y = something that X will go to great lengths to try to explain, even though the truth of it is very simple



IMAGE :

Someone in front of a blackboard covered in complex calculations. Search 'professor blackboard'.



When my husband tries to explain how last week's pants 'miraculously' appear clean and folded in his drawer.

Persil



# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When a client says: I think we'll just go with [Y].

X = something your audience hears a lot, but absolutely hates.



IMAGE :

A dog looking sad at 'work'. Search 'sad dog at work'.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When the group chat's debating [X] vs [Y].

X = One of the choices in a debate that's hotly contested by your audience  
Y = An alternative choice in the same debate



IMAGE :

Someone watching eagerly with a tub of popcorn. Search 'watching with popcorn' or 'eating popcorn'.



Say [X] one more time.

X = something trivial that goes so far against your audience's values, they'd be willing to fight someone over it



IMAGE :

People starting to fight while other people hold them back. Search 'brawl' or 'fighting'.



Say 'expresso' one more time.

NESCAFÉ

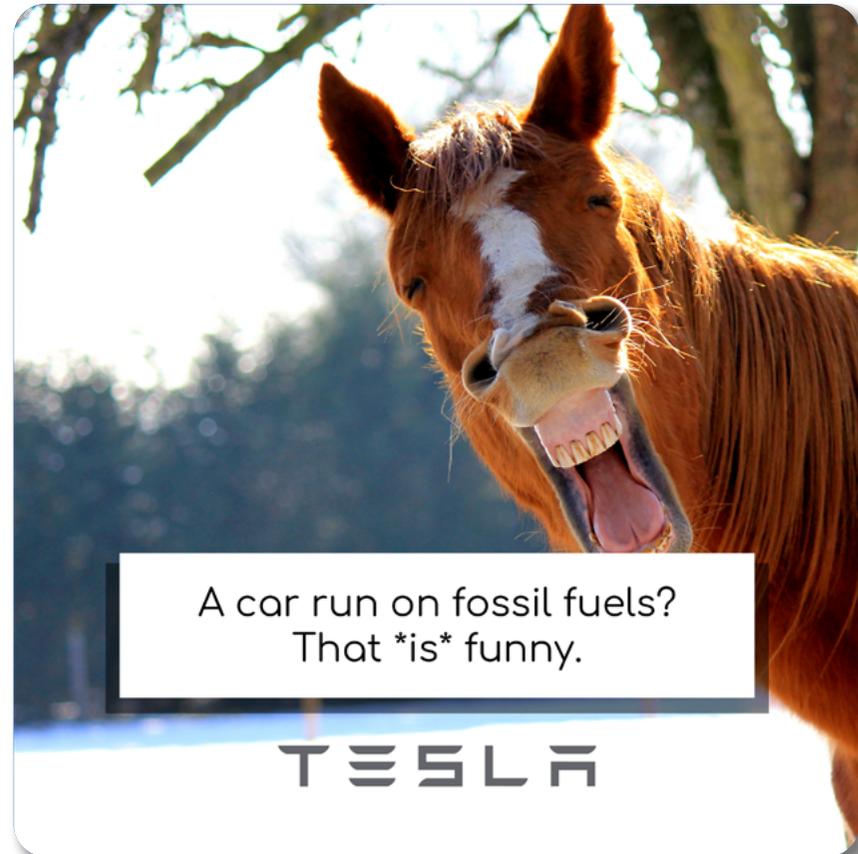
[X]? That \*is\* funny.

X = A concept that your audience finds laughably pointless or inconceivable, because you've given them a much better alternative



IMAGE :

One or more animals laughing hysterically. Search 'laughing animal'.





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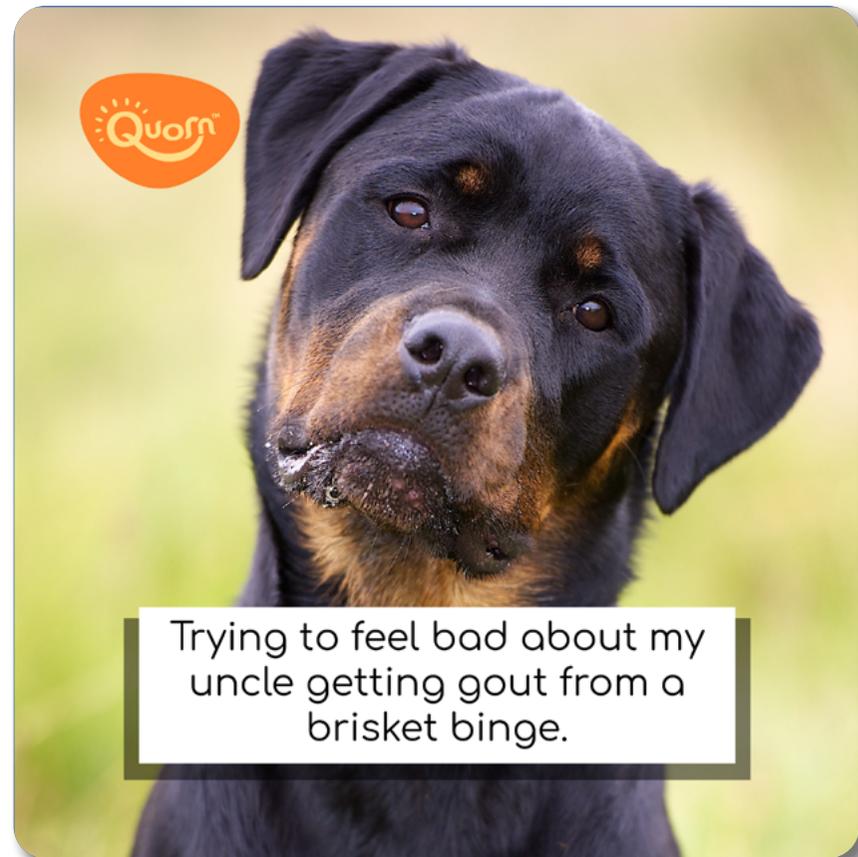
Trying to feel bad about [X].

X = something negative happening to someone, that your audience could have predicted (and would never have happened to them)



IMAGE :

A dog looking sad or thoughtful - but almost as if they're trying too hard to be. Search 'thoughtful dog'.





# BRANDS AGAINST MUNDANITY

## MEME-MAKER EDITION

When [X]///When [Y]

X = something that upsets or inconveniences your audience when it happens to them

Y = the opposite of X, that somehow upsets or inconveniences them even more



IMAGE :

A pair of images. One of a child who is upset, and another of the same child even more upset. Search 'crying child' and check photo series.



# 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](#)