

Article 19

Does Being Cute And Funny Works In Your Ad?

Source:

Old Spice Ad analysis

Headline:

Stop doing this in your ads

Do You Really Need To Do This In Your Ad?

Does Being Cute And Funny Works In Your Ad?

How does this one thing make every ad flop?

Have YOU Seen These Things In Ads?

Does Your Ad Need To Be Funny Or It Needs To Sell?

Don't try to be funny in your ads, do this instead... [be effective.]

Problem:

Marketers try to make ads funny and cute but they forget the most important part,
SALE.

Agitate:

Making an ad funny, cute is easy but making the same ad funny, cute and then selling is very hard. Ads are supposed to sell without being funny. If you can make an ad funny but still the chances of people buying from it is still pretty low. People will only remember the ad. They will only remember that the ad was funny, they won't remember what it was trying to do.

Solution:

Forget about being funny and cute. Leave that to big corporations who have millions of dollars to waste on marketing. Make sure you [local business] are selling something in your ad. Not just wasting money to be funny but actually making a sale.

Close:

That's exactly what we do. We don't waste your budget on being funny or cute, we measure everything. Make sure you get what you paid for. Bring you more customers.

Tweets:

Should Your Ad Be Funny or Focus on Selling?

This is one of the most important questions that business owners grapple with when running ads.

Does being cute and funny work in your ad?

Take a moment and try to remember the last ad you watched.

Now, if you remember the ad, the ad failed. Ads are not supposed to remember. Ads are supposed to sell.

If you want your ads to bring you any sales, you need to avoid this.

This is something that most marketing agencies are doing and you need to avoid this in your ads.

In the next 5 minutes, I will share with you a secret that most marketing agencies don't want you to find out.

Because once you know this, it is game over for a whole lot of agencies.

Let's begin!

Looking for the answers

In business schools, what they teach us the ad campaigns run by McDonald's, Tommy Hilfiger and other big corporations. Colleges love to read about those campaigns.

McDonald's spent \$635 Million in this campaign and what not.

Now, the problem with that is local business don't have \$600 Million for a campaign.

I remember when i first started writing ads it was the same thing with me. I was like, i know this stuff, i studied McDonald's campaigns.

I should be able to write ads for a local business.

But

As i start at the blank screen i felt dumber than ever. It wasn't making any sense to me.

I should be able to write these easily.

After many trial and errors i found out this is not how a small sbuiness should be running their ad campagin.

And even now, after years, this stuff still happens.

The problem with today's ads

What is the last ad that you remember?

What do you remember it for? Is it because it was funny or cute or is it because it was trying to sell you sometjign?

If you remember an ad then, yeah. I am going to tell you this is a mistake.

You are not supposed to remember the ads. Ads are not to be remembered.

Ad is supposed to sell. PERIOD. It doesn't need to be complicated..... Anything else is just lazy marketing.

We are not writing a *Memoir*.

The ads today are jsut trying to be funny or cute. It is almost impossible to be funny in an ad and sell at the same time.

And

Even if you can manage to be funny in the ad and put everything together.

People will just remember a funny ad.

Something entertaining.

And

That's not what you really want.

We are not spending money on ads just to be entertaining. We are investing money so we can make a sale.

And that's why I always say,

It needs to be measurable.

Why This Won't Work For You

The simple reason why companies like McDonald's can be funny in the ads is because they don't need results.

They have budget that need to spend every quarter. They don't care about being effective or measurable.

But

For you as a local business owner, that is not the case. You need to be more efficient and effective with your ads.

You need to be more measurable.

That is why I never try to make my client's ad funny or cute. We don't care about that stuff.

We build an ad that sells and bring you more money than you spend on it.

If you want us to review your ads, [email us](#), and we will review it for free.

Want to attract your perfect customer?

P.S. We have put together a [Free Meta Guide](#) that will help you do just that. Download it for FREE.

AI VERSION:

Title: The Problem with Funny and Cute Ads: Are They Really Effective?

Hey there, fellow business owners! Let's talk about something that's been bugging me lately: the obsession with funny and cute ads [5]. Now, don't get me wrong, humor and cuteness can be great, but when it comes to advertising, we need to focus on the most important thing: making sales .

Here's the deal: many marketers out there believe that being funny or cute is the key to a successful ad. But let me tell you, my friend, that's just not the case . Sure, those ads might grab attention and make people chuckle, but what's the point if they don't actually remember what you're selling? [4].

Think about it this way: if you were at a bar with a friend, a few drinks in, and they asked you what you do, would you respond with a quirky catchphrase or a funny joke? Probably not [2]. You'd simply tell them about your business, what you offer, and why they should choose you [4].

So why do we feel the need to make our ads sound so weird and gimmicky? It's time to change that. Let's make our copy conversational, relatable, and most importantly, focused on selling [2][4].

Here's the solution: forget about trying to be funny or cute in your ads . Leave that to the big corporations with endless marketing budgets. Instead, let's focus on what really matters: delivering a clear message that entices customers to make a purchase .

At our agency, we understand the importance of measurable results . We don't waste your hard-earned budget on unnecessary gimmicks. We're all about helping you achieve tangible sales and attracting more customers .

If you're tired of seeing your ad budget go down the drain with no real return on investment, let us review your ads for free [3]. We'll provide you with valuable insights and guidance on how to make your ads more effective, without relying on funny or cute distractions .

And hey, we've even put together a Free Meta Guide that will help you attract your perfect customer. It's yours for the taking, my friend [1][3]. Just download it and start implementing the strategies inside. Trust me, you won't be disappointed [1].

Remember, when it comes to advertising, it's all about keeping it conversational, relatable, and focused on making sales. Let's leave the AI mumbo-jumbo behind and connect with our customers on a personal level [2]. Together, we can create ads that truly resonate and bring in the results we desire.

Cheers to your marketing success!

P.S. If you're curious about how these principles can apply to your specific business, shoot us an email. We're offering free business reviews to help you out [1][3].

P.P.S. Don't forget to grab our Free Meta Guide to attract your perfect customer. It's packed with valuable insights and strategies. Best of all, it won't cost you a dime

Final Draft:

Should Your Ad Be Funny or Focus on Selling?

This is one of the most important questions that business owners grapple with when running ads.

Does being cute and funny work in your ad?

Take a moment and try to remember the last ad you watched. If you remember an ad at all, well yes– it failed.

Ads are not to be remembered. Ads are supposed to sell.

Let me explain, most of the ads we watch everyday are just trying to do the exact opposite of selling anything.

I understand because when I started launching campaigns, that was my first reaction too.

Are all these big companies just wrong?

I'll break it down in the next 3 minutes, and the answer might surprise you because... well, it surprised me.

This is exactly what most marketing agencies don't want you to find out.

What do the big corporations know that you don't?

In business schools, they teach us how McDonald's, Tommy Hilfiger ran the biggest and most successful ad campaigns ever known to man. It revolutionized everything.

Colleges love to teach about those campaigns.

But here is the catch, McDonald's spent \$635 Million in their campaign.

You see the problem right?

Local businesses don't have \$600 Million for a marketing campaign.

I remember the first ad I ever wrote. I was fresh out of college and ready to crush everything with my ad campaigns.

I knew this stuff; I studied McDonald's and all the other major brands' campaigns. I thought, "I can make an ad for a local business. How hard could it be?"

For hours, I stared at the blank sheet of paper trying to think of an idea. Should I use a puppy in the ad? Should I make a joke?... I had a million similar questions but no answer.

As the deadline approached, I thought, "Let's just throw something at the paper and pray for the best."

After a few days of posting my ad, I gathered the courage to ask my boss, "Hey, how did the ad do?" He was surprised and asked, "What do you mean?" I said, "Did we get any sales from the ad?"

My boss was shocked and said, "Oh, no, no. That's not how it works. This ad is for brand awareness." I chuckled and said, "Ok-ok. I got it."

I didn't get it. To this day, I don't know what brand awareness is. But that's a whole other topic. You can read about my take on brand awareness ads. [Here](#).

After a lot of trial and error, I figured out the best way to run a successful ad campaign.

And

It is not what you think.

Why Do Most Ads Fail?

Do you remember the ad from States Farm?

What do you remember from that ad?

The only thing I seem to remember is *Jake from State Farm*. But what does that have to do with selling insurance policies?

Absolutely Nothing.

Now, if a local business tries to do something like this, it is going to fail miserably.

These ads don't sell, and they don't need to sell.

These businesses don't care about the results. They just want to spend their marketing budget.

This approach does not work with a small business. Your ads need to have a purpose and the only purpose your ads have is to sell.

We are not trying to win awards and get invited at the next networking event. We are trying to run a business.

Most of the ads today fail because of these two reasons:

1. Ads are trying to be funny instead of selling.
2. No one measures the results.

It is almost impossible to be funny in an ad and sell at the same time.

And

Even if you do manage to pull it off, people will only remember the ad because it was funny.

That's not what we are trying to do. We are investing money so we can make a sale.

Follow the first principle of marketing:

It needs to be measurable.

How To Make Your Ads Profitable?

The best way to make your ads profitable is not to follow what big brands are doing.

Now, a lot of marketing agencies would have you believe that brand awareness is a thing and you have to put your name out there.

But let me tell you, that's just not the case. Sure, those ads might grab attention and make people chuckle, but what's the point if they don't actually remember what you're selling?

That should be your cue that this person doesn't know anything about marketing. The only reason marketing gurus have people believe that brand awareness is a thing is because you can't measure it.

Don't be fooled by these. As a small business owner, your focus needs to be on making sales. Brand awareness will take care of itself as you attract more clients.

You can't pay bills with brand awareness.

To wrap it all up, your ad needs to have a clear message that entices customers to make a purchase. Whether it be to buy immediately or sign up for later.

Depending on your business, you will either do:

1. One step lead generation.
2. Two step lead generation.

And the best way to know if your ads are working is to make them measurable.

Trying to be funny or cute in the ads is just lazy marketing. We're all about helping you achieve tangible sales and attract more customers.

If you want us to review your ads, [email us](#), and we will review it for free.

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