

## **How Did Old Spice Actually Hit the Jackpot?**

Humor in ads is like playing with fire: it can either light up the room or burn the whole house down.

Old Spice hit the humor jackpot with their iconic ad campaign, taking bold strides into comedy territory.

Let's break down why humor in marketing is usually a risky business and how Old Spice managed to turn it into a winning strategy.

### **The Double-Edged Sword of Humor in Marketing**

Humor in ads can be a double-edged sword.

On one side, it grabs attention and makes your brand memorable.

On the other, it can easily fall flat or even worse, make people remember the joke and forget the product.

That's why 99 times out of 100, marketers are better off playing it safe and focusing on clear, straightforward messaging.

### **The key issue?**

Ad execution.

A humorous ad requires a deft touch, impeccable timing, and a delivery that resonates with the audience.

Without these elements, even the funniest concept can end up being a dud.

It's not enough to just be funny; be funny in a way that makes people want to buy your product.

### **The Gold Standard of Humor in Ads**

Old Spice's ad is the gold standard of humor in marketing. Here's 3 reasons why:

1. The Actor's Performance

The Old Spice Guy (Isaiah Mustafa) didn't just deliver his lines; he owned them with a level of charisma and confidence that made every ridiculous scenario believable.

Whether he was in a bathroom, on a boat, or riding a horse, his delivery was flawless.

## 2. Seamless Transitions

In just 30 seconds, the ad takes viewers on a wild ride through multiple settings and scenarios.

Each transition is smooth and keeps the viewer engaged, making it hard to look away.

## 3. Memorable Messaging

Despite the absurdity, the ad never loses sight of its goal: promoting Old Spice.

The humor enhances the brand message rather than overshadowing it, ensuring that viewers remember both the joke and the product.

### **Why Do (Most) Humorous Ads Fail?**

Most companies don't have the resources to hire top-notch talent or the creative chops to pull off a complex, humorous ad. Without flawless execution, the humor can easily fall flat.

Even if the humor lands, there's a risk that the joke will be remembered more than the brand. If people remember your ad as "that funny commercial" but can't recall your product, you've missed the mark.

### **So When To Use Humor?**

Here's a checklist to help you decide:

#### ✓ Talent:

Do you have the right people to execute the ad flawlessly?

#### ✓ Brand Fit:

Does the humor align with your brand's identity and message?

#### ✓ Risk Tolerance:

Are you prepared for the possibility that the ad might not work as intended?

## **Final thoughts?**

The next time you're tempted to add a joke to your ad, ask yourself:

### **Can you pull it off like Old Spice?**

If not, maybe it's best to stick to what you know works. After all, the ultimate goal of advertising is to sell, not just to entertain.

Although If you can, make sure to be **bold** and MEMORABLE, and above all else, make sure your humor supports your brand and sells your product.