

## Headline:

5 Reasons Why Humor in Ads Fails [Advice for Marketers]

### Problem-Agitate-Solve (PAS)

**Problem:** Image: Disruptive advertising A humorous, viral ad does not automatically translate into a higher volume of sales. Many businesses wrongly believe that if you create a funny, viral ad, you will also manage to sell a whole lot more. They look at the success of funny videos on platforms like TikTok and assume that replicating that approach will result in more money in their pockets.

**Agitate:** Humor can eclipse the key message of an ad. Viewers laugh and move on, forgetting the product or service being promoted. This leads to a gap between advertising costs and potential revenue, resulting in missed opportunities where the ad fails to convert attention into sales.

**Solve:** To avoid this trap, humor must be strategically used. Ensure the humor supports a clear, relevant message in your ad—not overshadow it. Use humor only if it aligns with your brand and you can deliver top-notch, shareable content that leads to conversions.

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## Draft 1

### The Insight Story: Why Humor in Ads Mostly Bombs - Key Takeaways for Marketers

It seems that businesses are trying to go viral and hop on the humor bandwagon with their advertisements nowadays. TikTok is full of humorous product or service-based video clips, for example. This content might grab eyeballs, but very few people are in a mood to shop while watching such videos.

**Issue:** Humor commercials are good for entertainment but rarely sell anything. Businesses incorrectly assume that making a video go viral will result in more sales.

**Trap:** The audience laughs, but the product slips their mind. The humor gets in the way of the main message, hurting sales. This means that more budget goes up in smoke for unnecessary advertising, failing to attract genuinely interested parties.

**Solution:** Comedy works in advertising when the humor connects with your brand and augments the message you're trying to convey. The joke needs to supplement, not eclipse, your product benefits. If you cannot create high-caliber, effective humor content, focus on alert, punchy social posts that communicate your actual value.

Humor is powerful when used appropriately. Here are situations where humor appeals and sells:

- **The Right Actor:** The actor must truly connect with the audience.
- **Clarity of Message:** The ad must clearly communicate the product's benefits and next steps.
- **Powerful Brand:** Established brands can use humor to boost brand recognition, even if it doesn't lead to immediate sales.

If you want to achieve a sales lift, clear and succinct messages are more important than humor. Bold ads can generate likes or shares, but if they don't translate into a sales message, they are ineffective. Learn from this and place humor wisely within your brand's boundaries. Concentrate on ads that are simple, straightforward, and emphasize how your product can help the consumer.

## Draft 2

### Lack of Humor in Ads: What Marketers Need to Know

With TikTok and Instagram Reels, humor in ads proliferates. Businesses hope a viral, comedic bit will translate to increased revenue. However, humorous ads entertain viewers but do little to convert them into customers.

**The Problem:** Companies believe that laughter leads to higher sales, but it tends to overshadow the product.

**Agitate:** The ads are frustrating. The viewer remembers the joke, not the product, wasting ad spend and failing to sell the product.

**Solution:** Be strategic about your humor. Ensure it supports the message rather than overshadowing it and aligns with your brand. Opt for simple, straightforward ads that clearly present your product and explain its benefits to ensure direct conversions.

Social Media Posts : Instagram

Why Humor in Advertisements Flops 

Post 1

“Just because an ad is funny and goes viral, doesn't mean you'll sell more. The business often misunderstands the impact of humor, naturally thinking that with humor, clients will flock in. Unfortunately, this is wrong! #Marketing #Advertisement #Humor” El Problema del Humor en la Publicidad 🤔

Post 2

“ Sometimes, humorous ads overshadow the main point. The viewer laughs and swiftly continues to the next big thing, forgetting the product! – Don't let the message get lost in the

comedy! #EffectiveMarketing #AdsWithHumor #Students\_prepare\_Strategy” Cómo Usar el Humor en Anuncios Estratégicamente 🎯

Post 3

“The only way to avoid making the humor your enemy is to apply it as an argument for the product. Your internal funny self should only show through the laughter to give the product another angle. #SmartAdvertisement #CreativeMarketig #EffectiveHumor