

Building Irresistible Brands 4:

Humor in advertising

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Kampanje Merkevedagen 23.05.17

Building Irresistible Brands

Hygiene



Know-how

Credentials and expertise

Momentum

Brand vitality

Magnetism



Differentiation

Recognisable difference

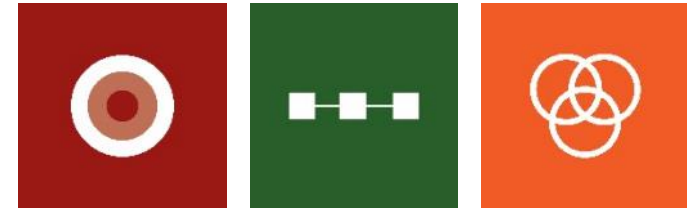
Emotion

Brand meaning and purpose

Symbolism

Language of emotion

Cohesion



Nexus

Emotive linkage

Alignment

Touchpoint consistence

Unity

Cohesive brand architecture

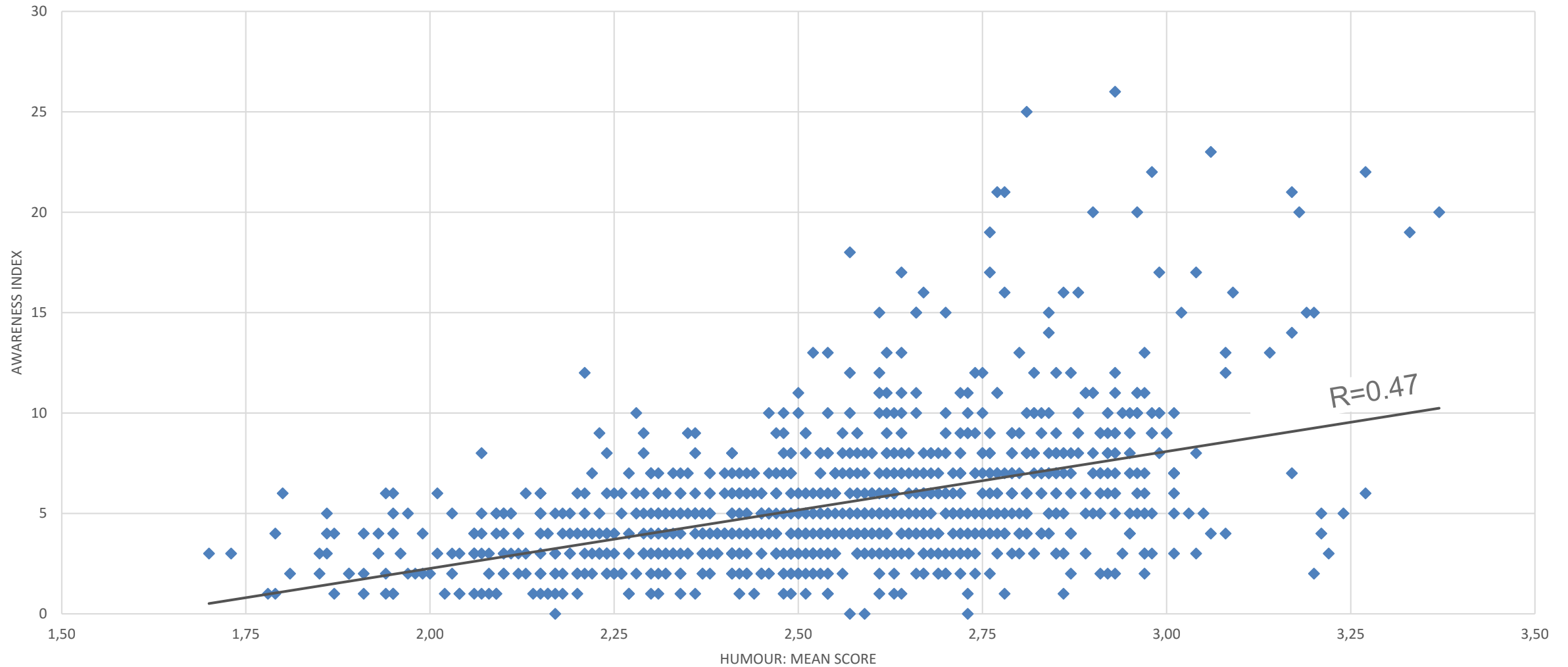
Bruk av humor som virkemiddel er utbredt

44 %

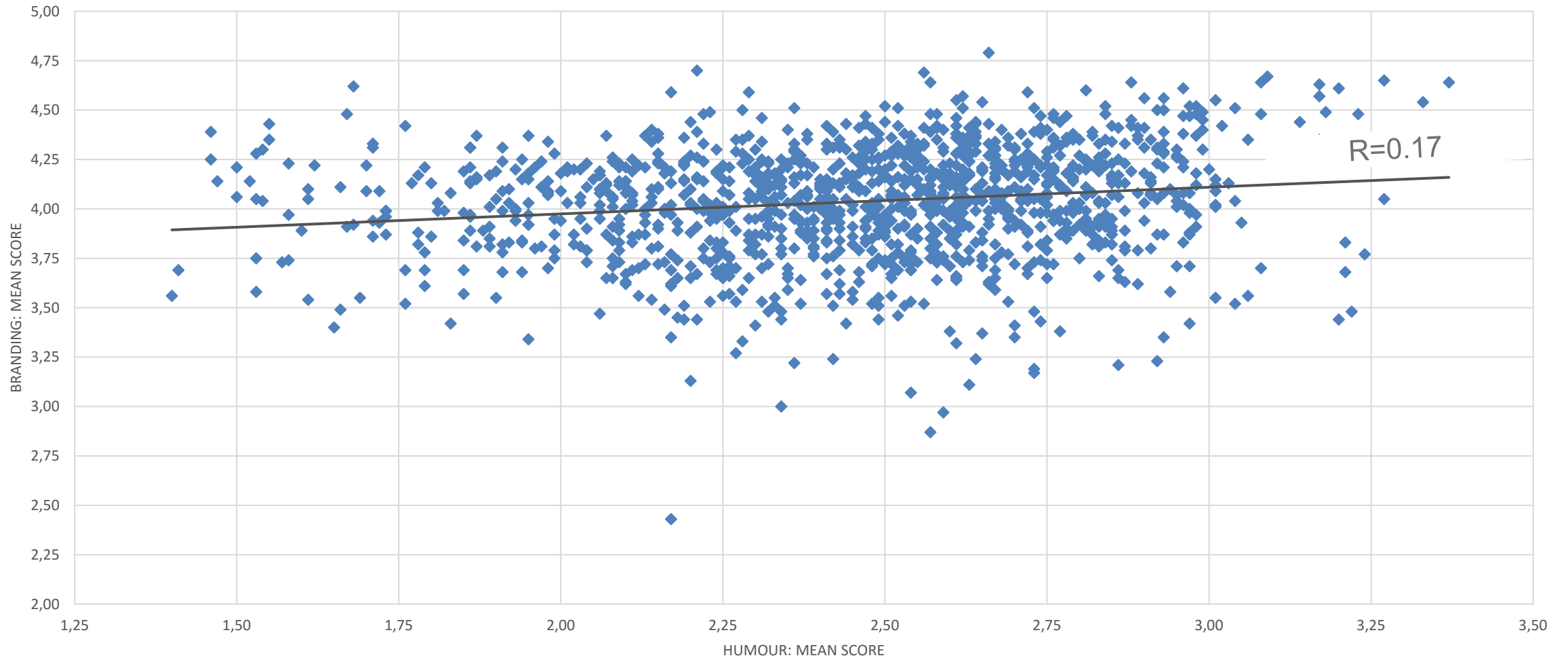
av alle reklamer bruker humor som virkemiddel

(Kilde: Kantar Millward Brown)

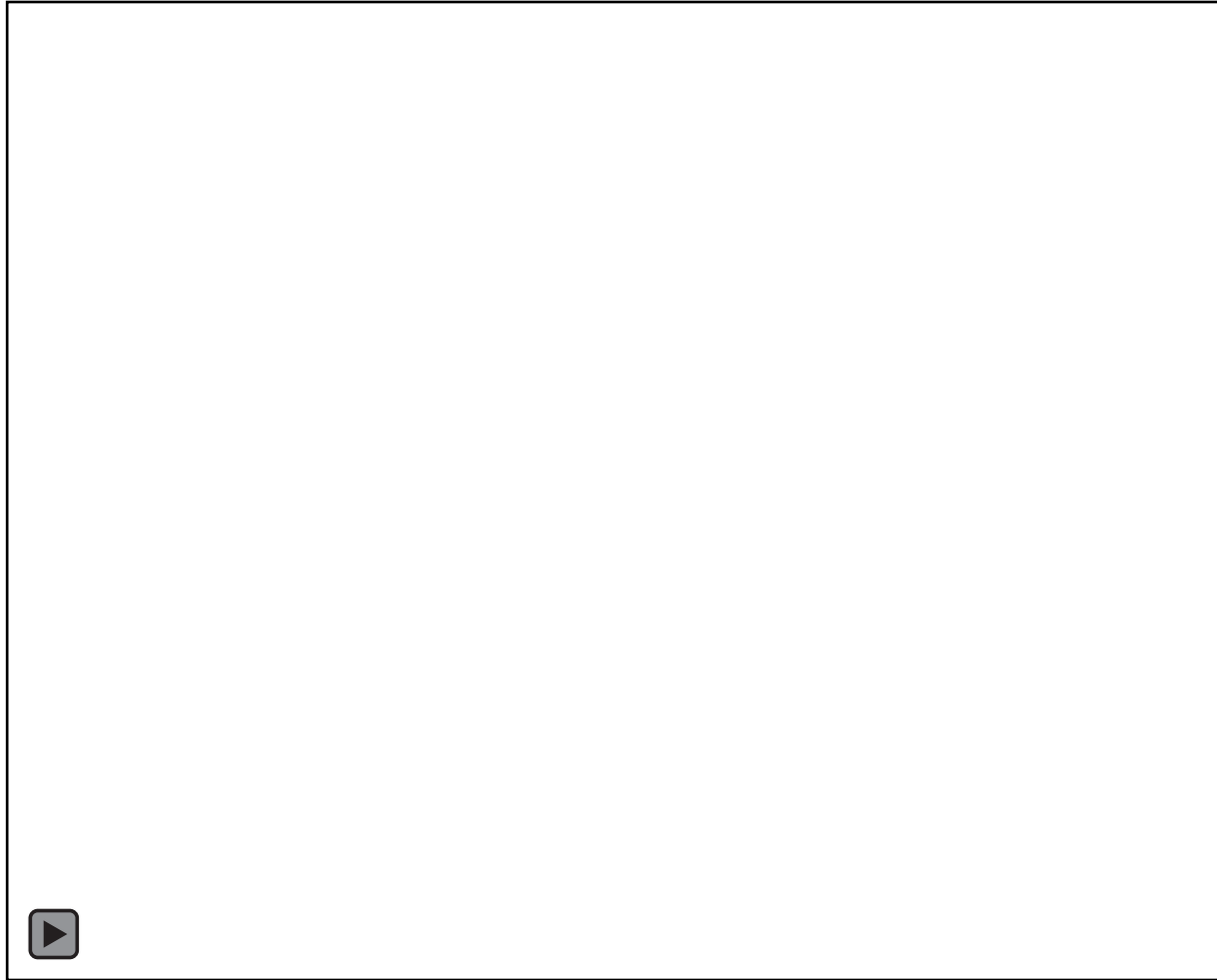
Den mest åpenbare grunnen er at humor er oppmerksomhetskapende



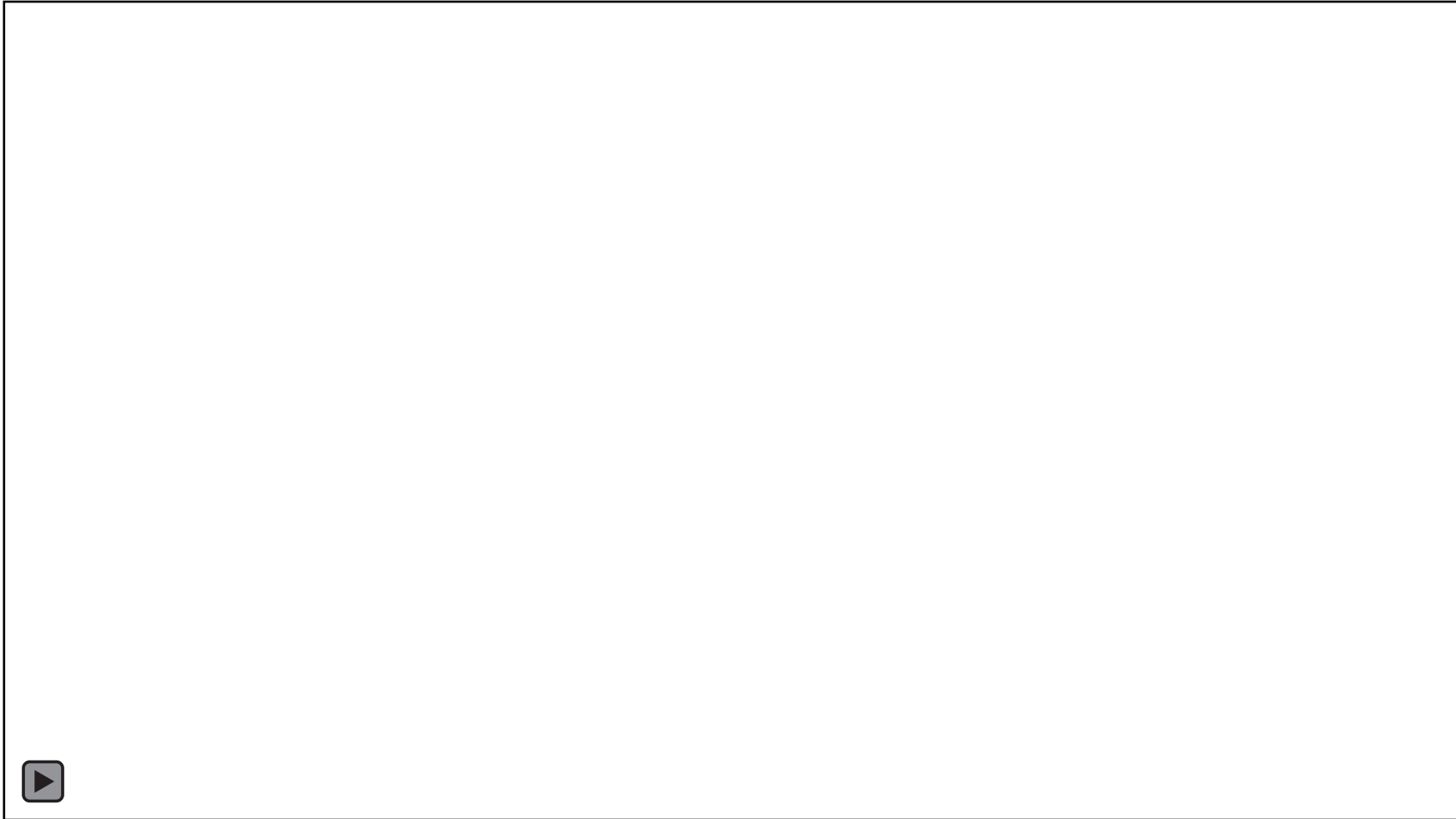
Humors effekt på branding er så som så



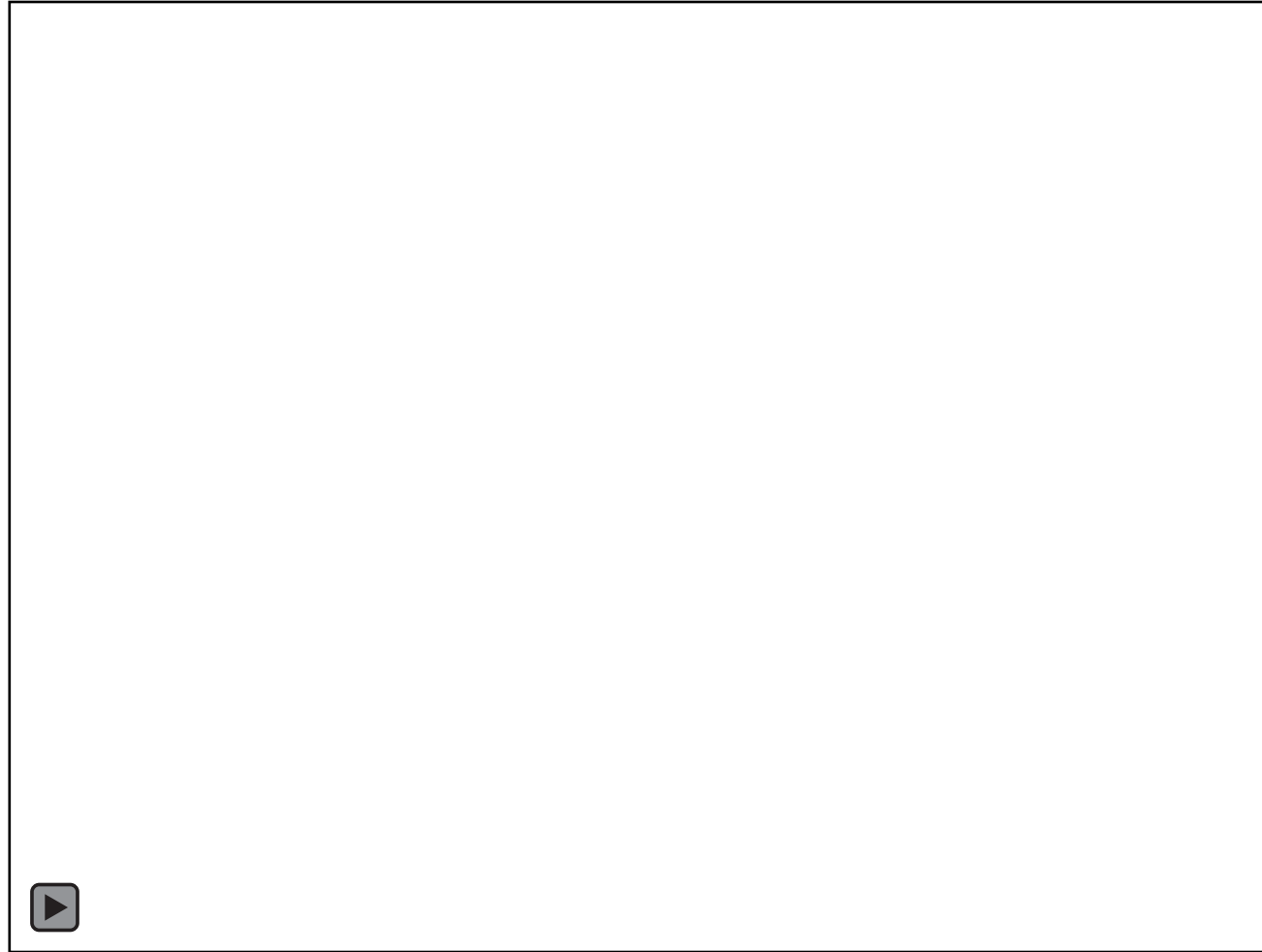
Dårlig humor = dårlig reklame



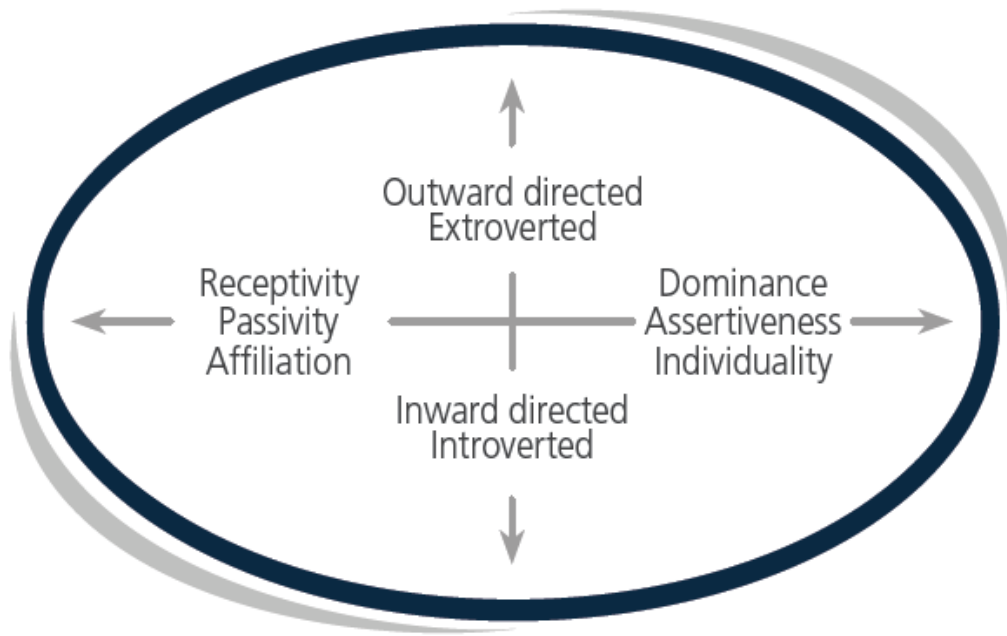
Humor er subjektivt



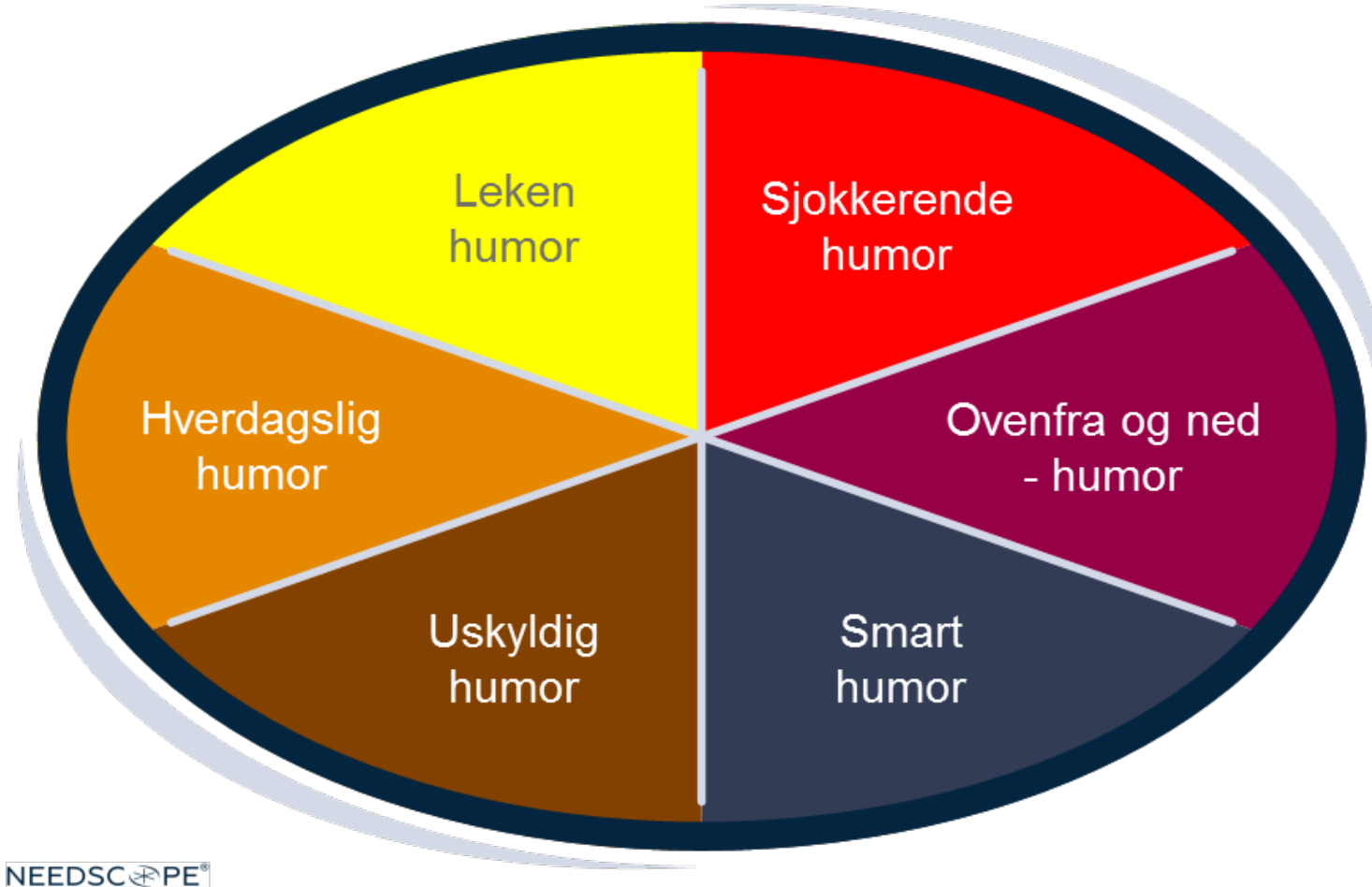
Humor tar mye «plass»



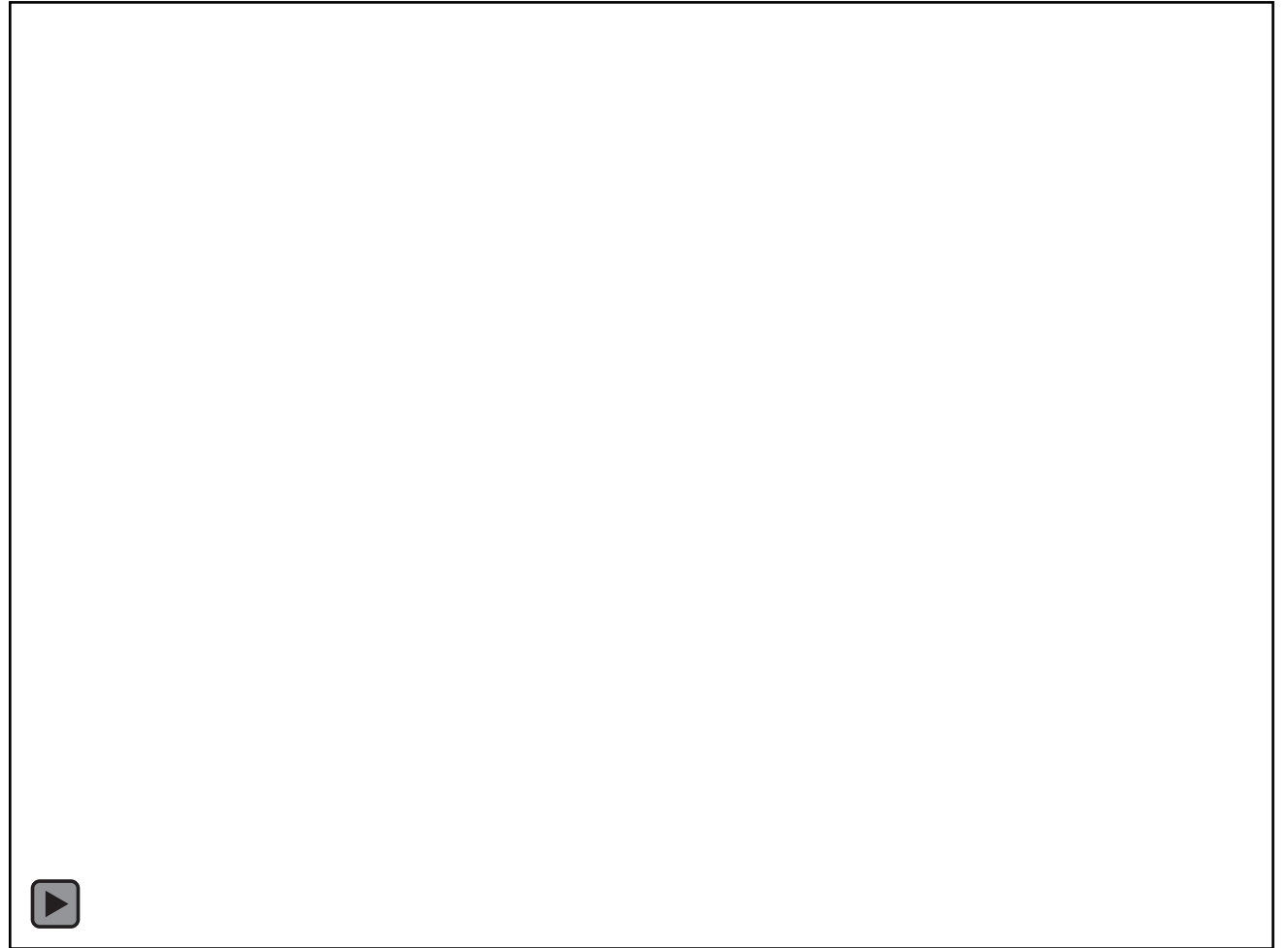
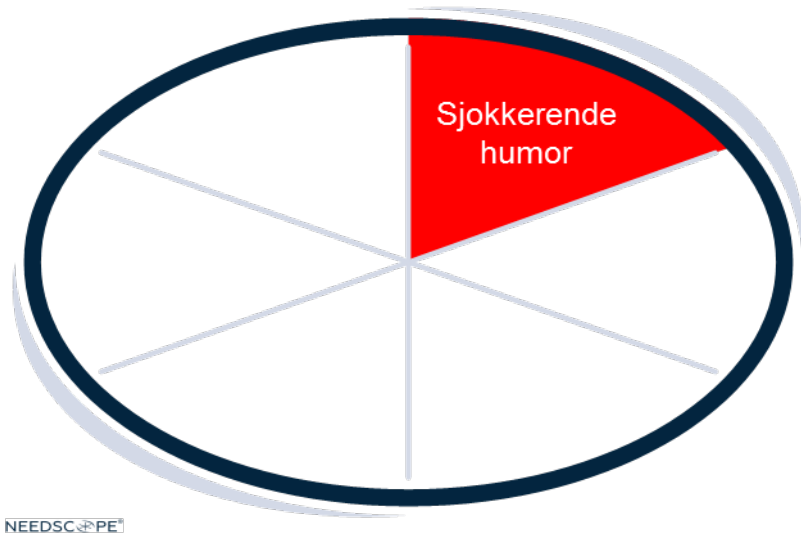
Strategisk bruk av humor – Kjenn deg selv og budskapet ditt



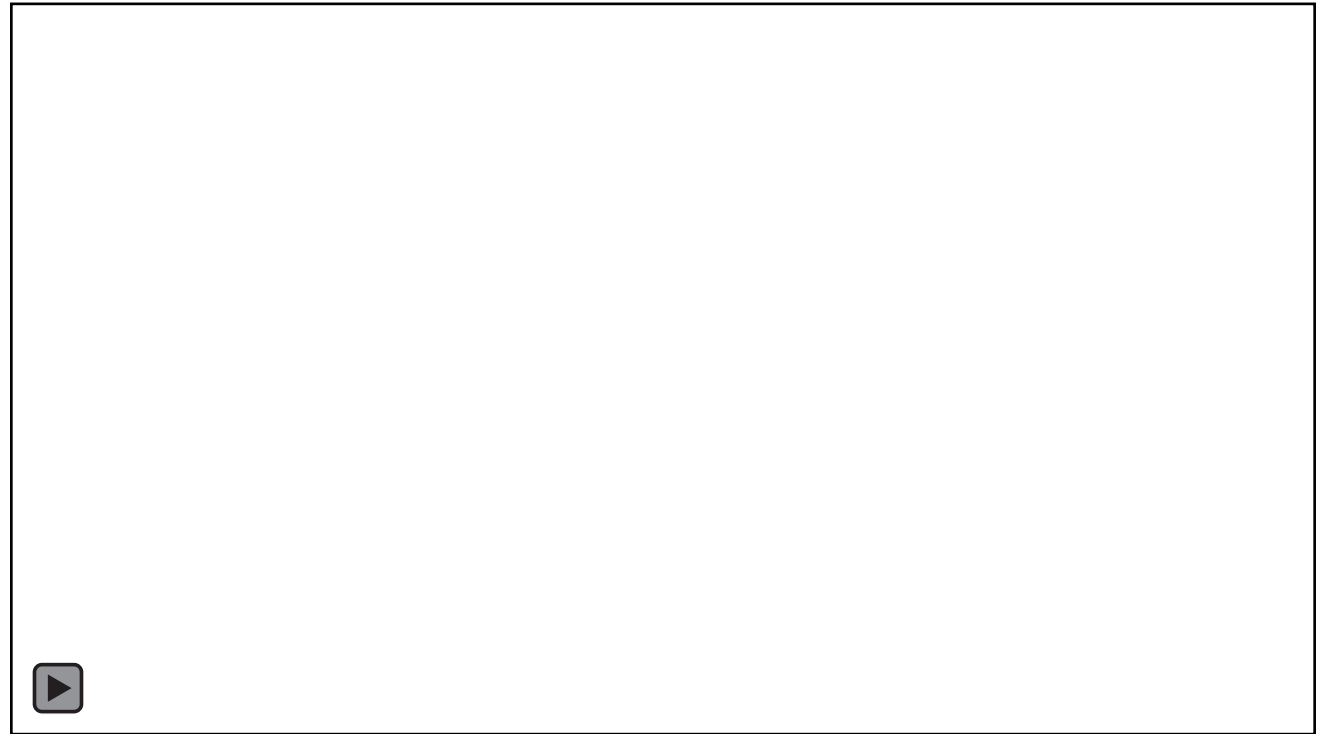
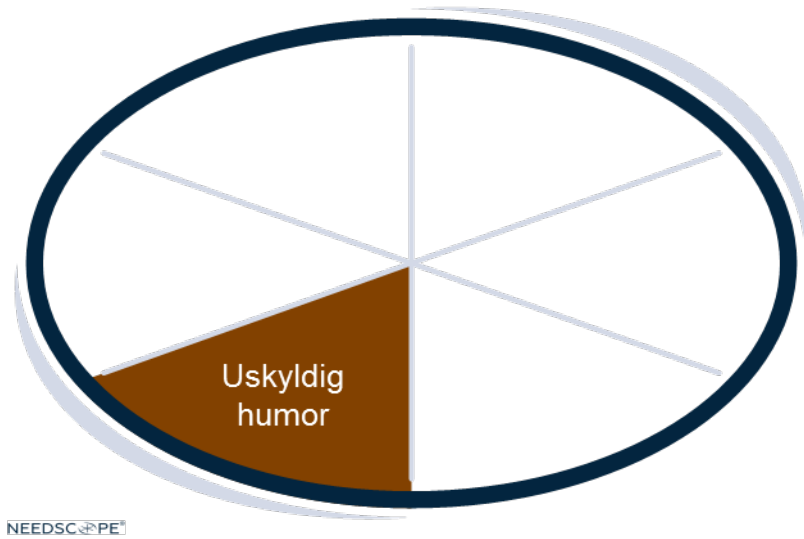
Velg den formen for humor som passer budskapet og merkevaren



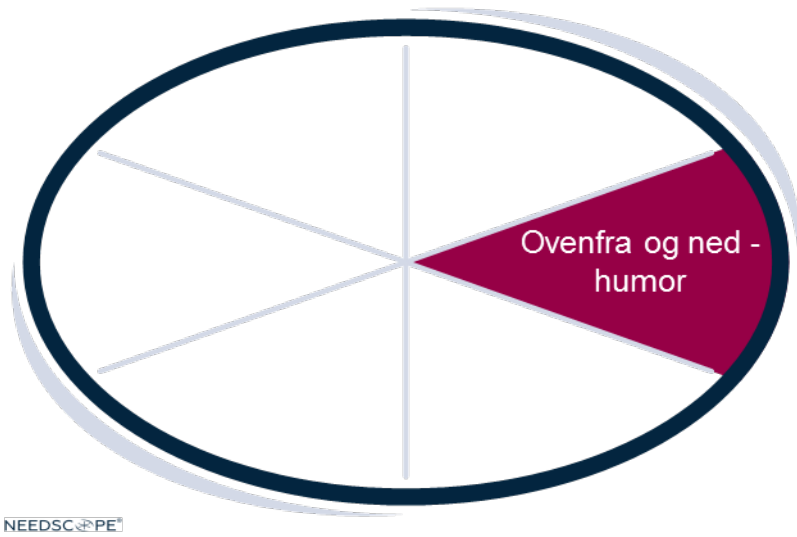
Sjokkerende humor



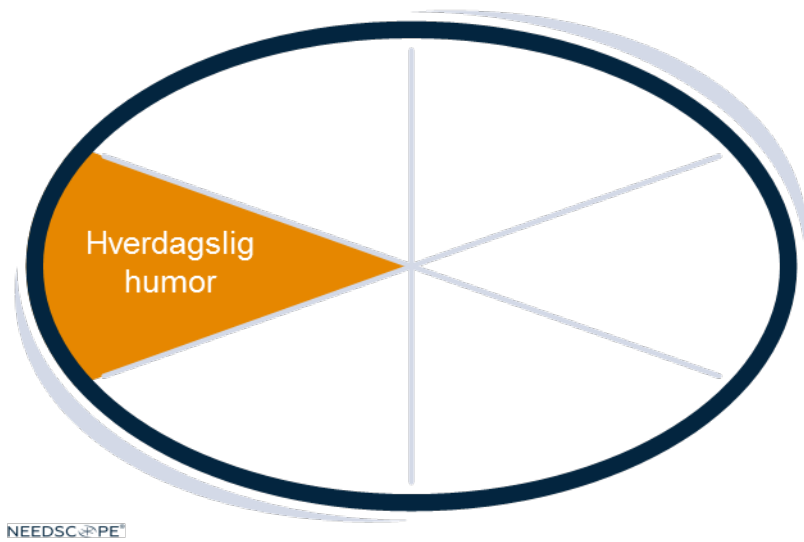
Uskyldig humor



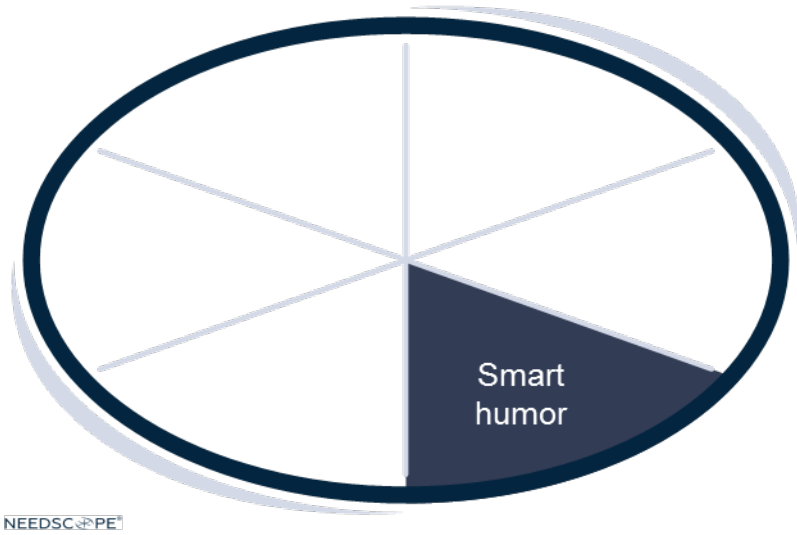
Ovenfra og ned humor



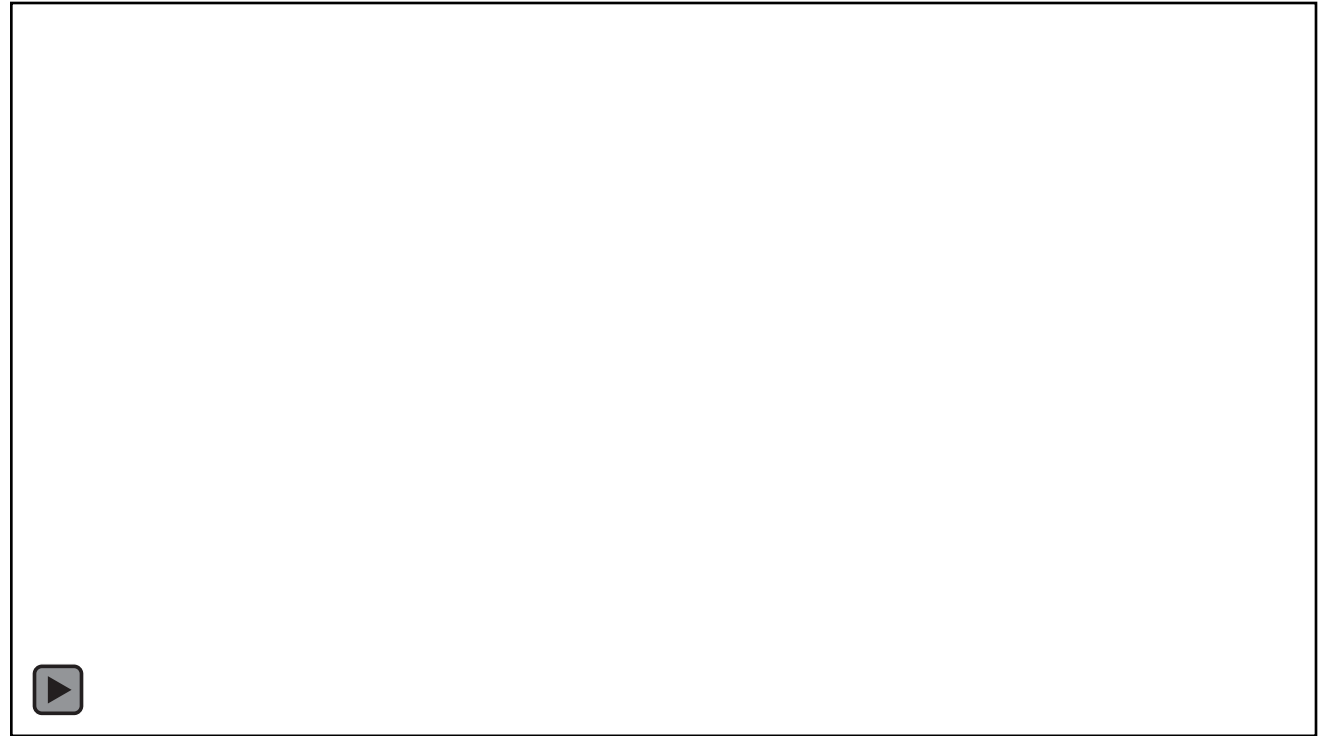
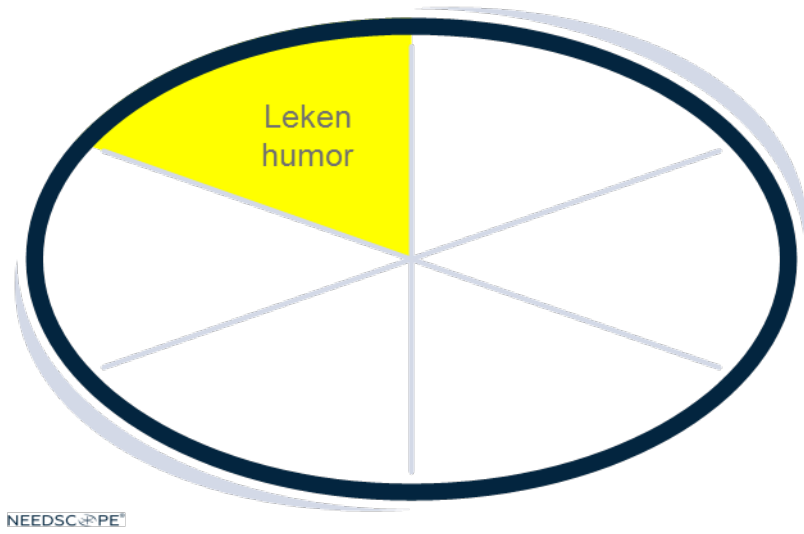
Hverdagslig humor



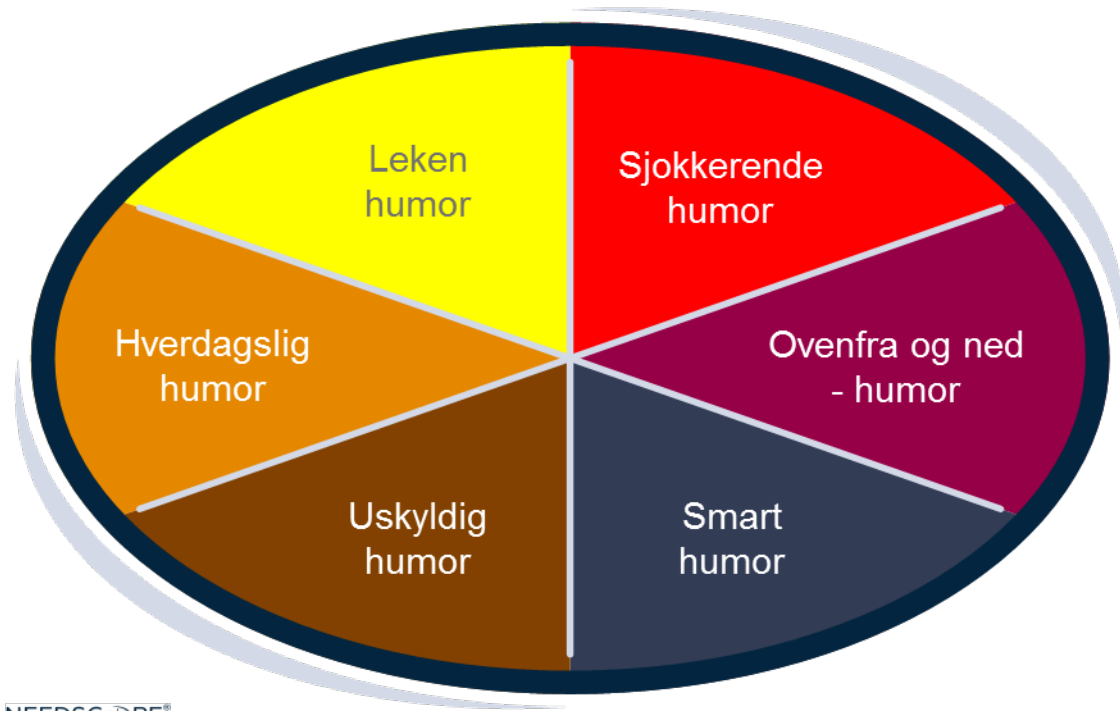
Smart humor



Leken humor



For å oppsummere



NEEDSCOPE®

- Husk at humor er et virkemiddel, ikke et mål i seg selv
- Tenk strategisk på hvilken type humor som passer budskapet og merkevaren
- Pass på at humoren ikke tar for stor «plass»

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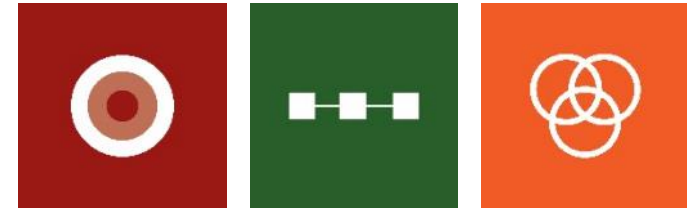
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