

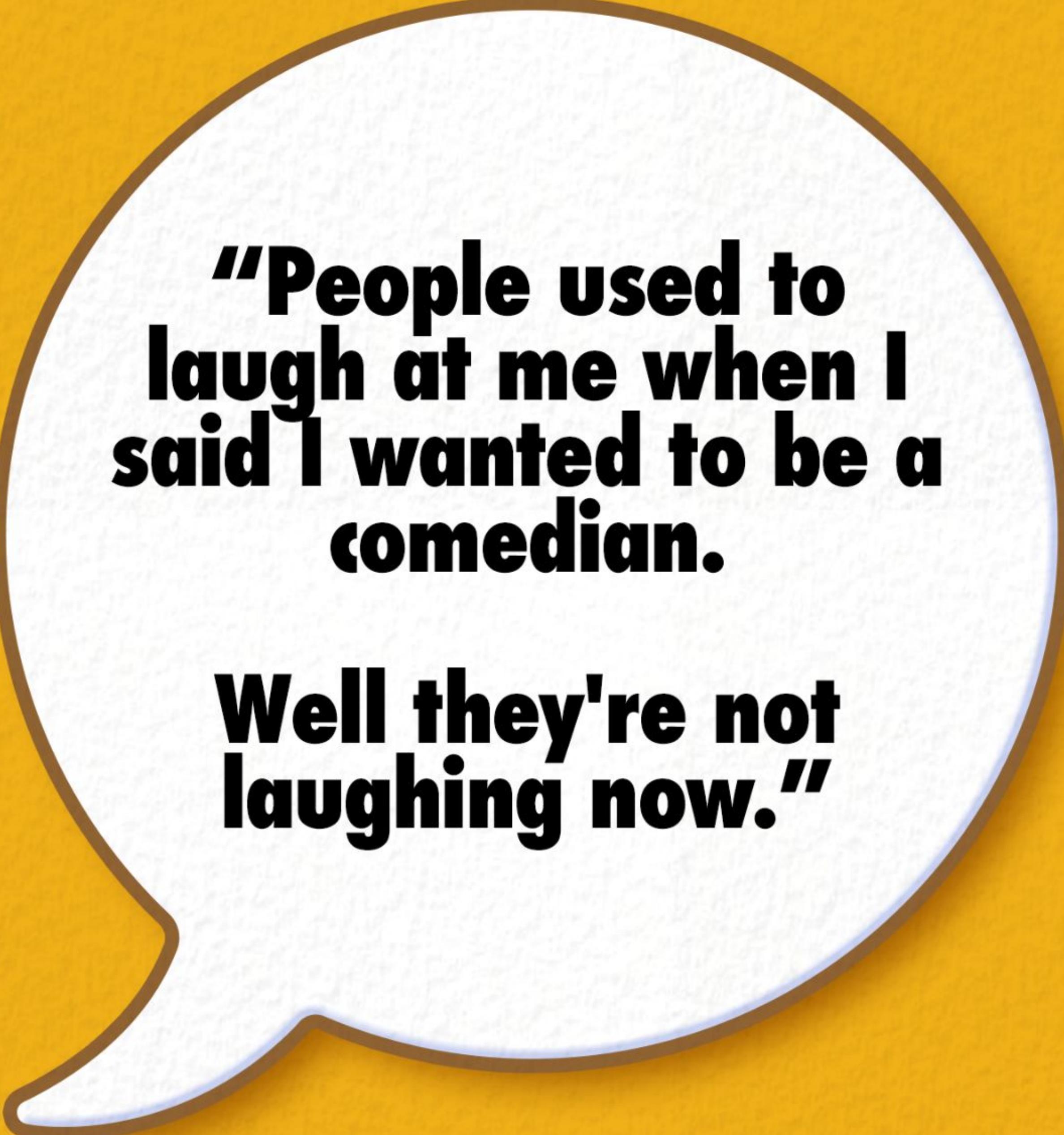
# WHY YOUR BRANDING IS A

JUNKIE



**OKAY. LET'S GET  
SACRILEGIOUS**

**LET'S  
DECONSTRUCT  
A JOKE...**



**“People used to  
laugh at me when I  
said I wanted to be a  
comedian.**

**Well they're not  
laughing now.”**

**\*Bob Monkhouse**

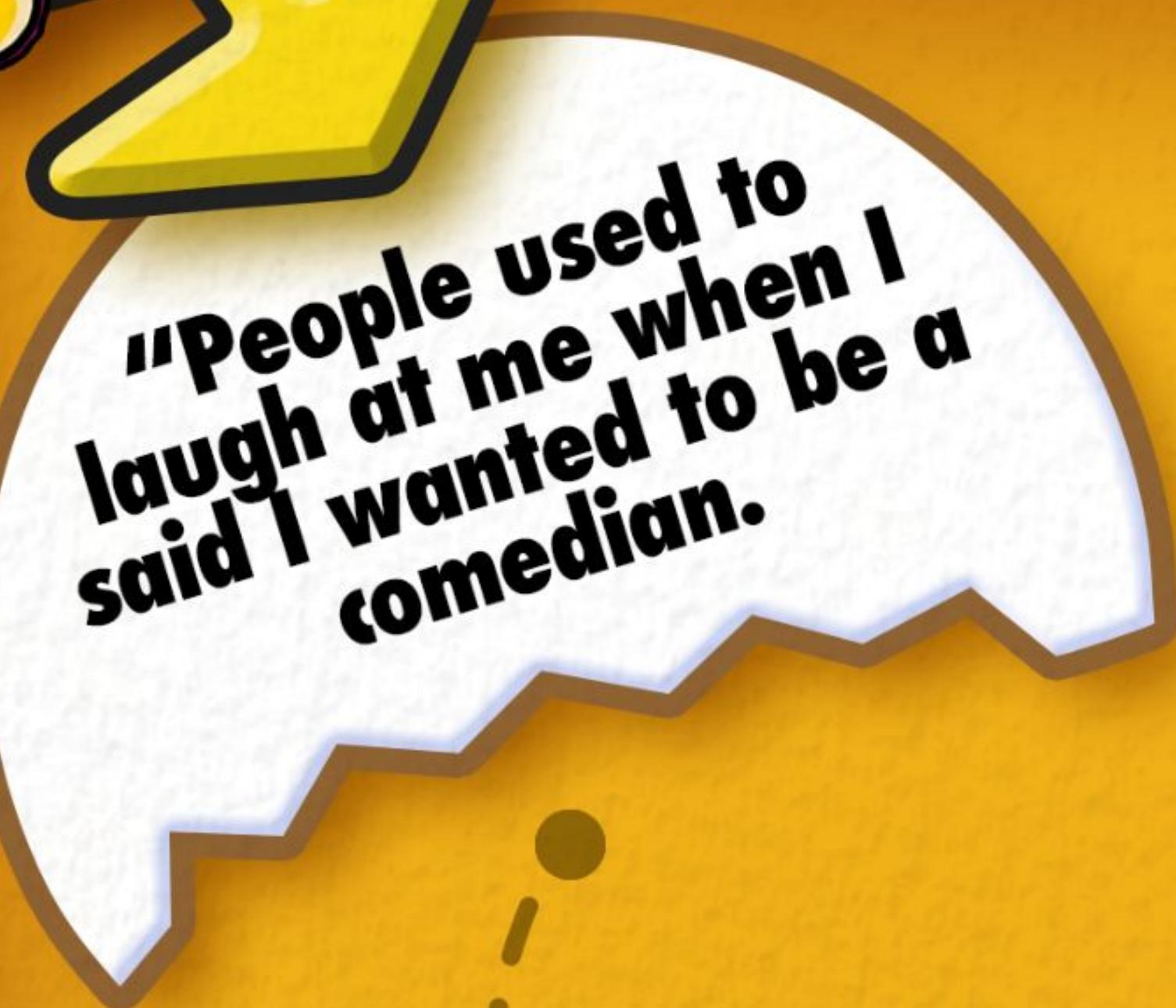


"People used to  
laugh at me when I  
said I wanted to be a  
comedian."

A yellow hand is shown from the side, holding a yellow star-shaped card with the word "PAYOFF" printed on it in black capital letters. A speech bubble originates from this hand, containing the text:

Well they're not  
laughing now."

**We put two and two  
together and unlock the  
idea for ourselves.**



"People used to  
laugh at me when I  
said I wanted to be a  
comedian."



# YOU ARE HERE

OUR ENJOYMENT IS THE  
**REWARD FOR OUR  
PARTICIPATION. AND  
COMPLETING THE JOURNEY**



Well they're not  
laughing now."



PAYOUT

**HOW DOES THIS  
RELATE TO  
YOUR BRAND?**

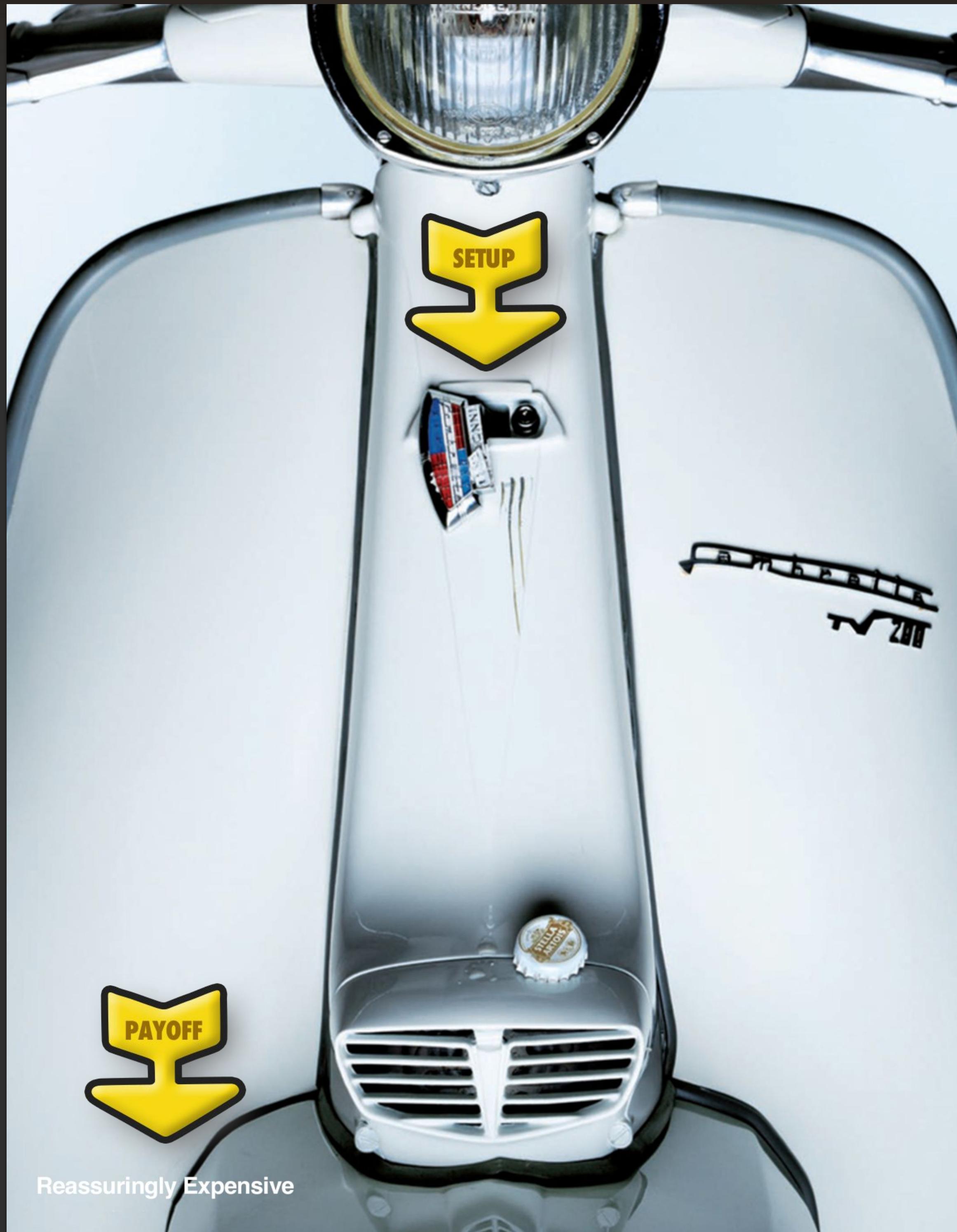


This iconic print ad campaign from 1982 for Stella Artois, featured design classics, such as an Eames chair, Rickenbacker guitar and a Lambretta scooter being used as (essentially) a bottle opener for their premium priced beer.

Each advert tells a little story.



Reassuringly Expensive



## Stella - Reassuringly Expensive Campaign

**SET UP:** Is this the wanton vandalism of a top of the range Lambretta? And what's with the bottle top? The photo is like a mini crime scene.

**PAYOUT:** The strapline is revealed. “Reassuringly Expensive”. After a moment or two the narrative is filled in by the audience. You are now actively taking part. You are both privy to a secret. The viewer feels smarter and respected for being trusted to participate.

**LOOK AT  
THESE PRINT ADS  
NOTE EACH TWIST  
AND TURN AS YOU  
UNRAVEL THE  
JOURNEY**

**AND ALSO NOTE YOUR  
EMOTIONAL RESPONSE...**





## Nivea - Night Cream

**SET UP:** A pot of Nivea cream is left half opened. Revealing a crescent moon shape

**PAYOUT:** It only requires one word to finish the story. The simple execution embodies the essence of the product.



Sorry, we couldn't deliver

Name

Address

Sarah Thomas  
58 Ellington Street  
Postcode N7 8PL

Your

- Recorded delivery
- Packet
- Catalogue
- Traced item
- International item

Because

- A signature is required
- It's too **CHUNKY** for your letterbox

To collect your free



Take this card to

Ibrahim's Newsagents, 8-10 Westbourne Road, N7 8AU.

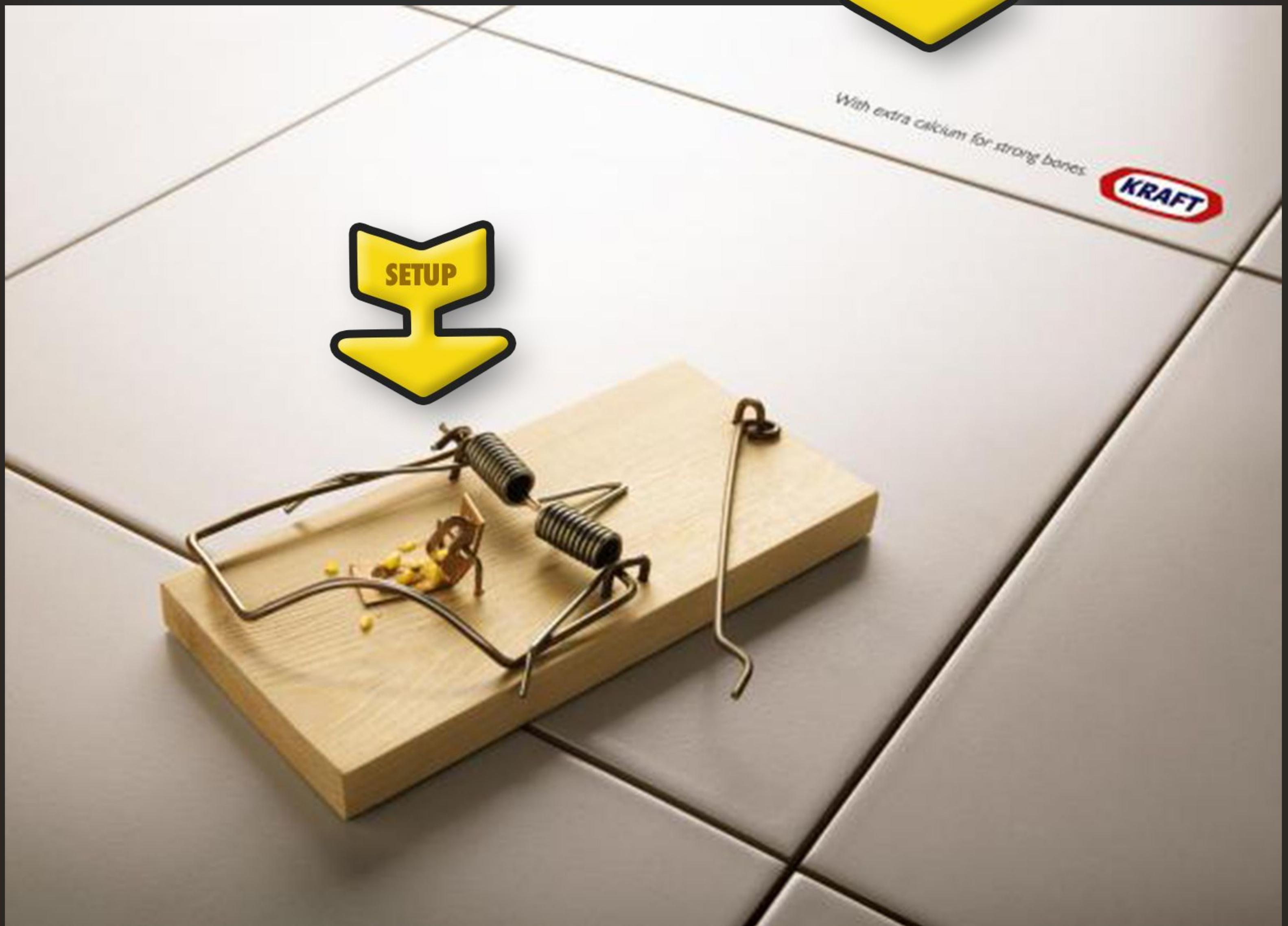


## Kit-Kat - Direct Mail

**SET UP:** A parody of a Post Office undelivered note will get your attention.

**PAYOUT:** Kit-Kats are “too chunky” to fit through a letter box. The payoff evokes a fun story. It’s a lovely brand experience. And hey. Free Kit-Kat.





## Kraft Cheese

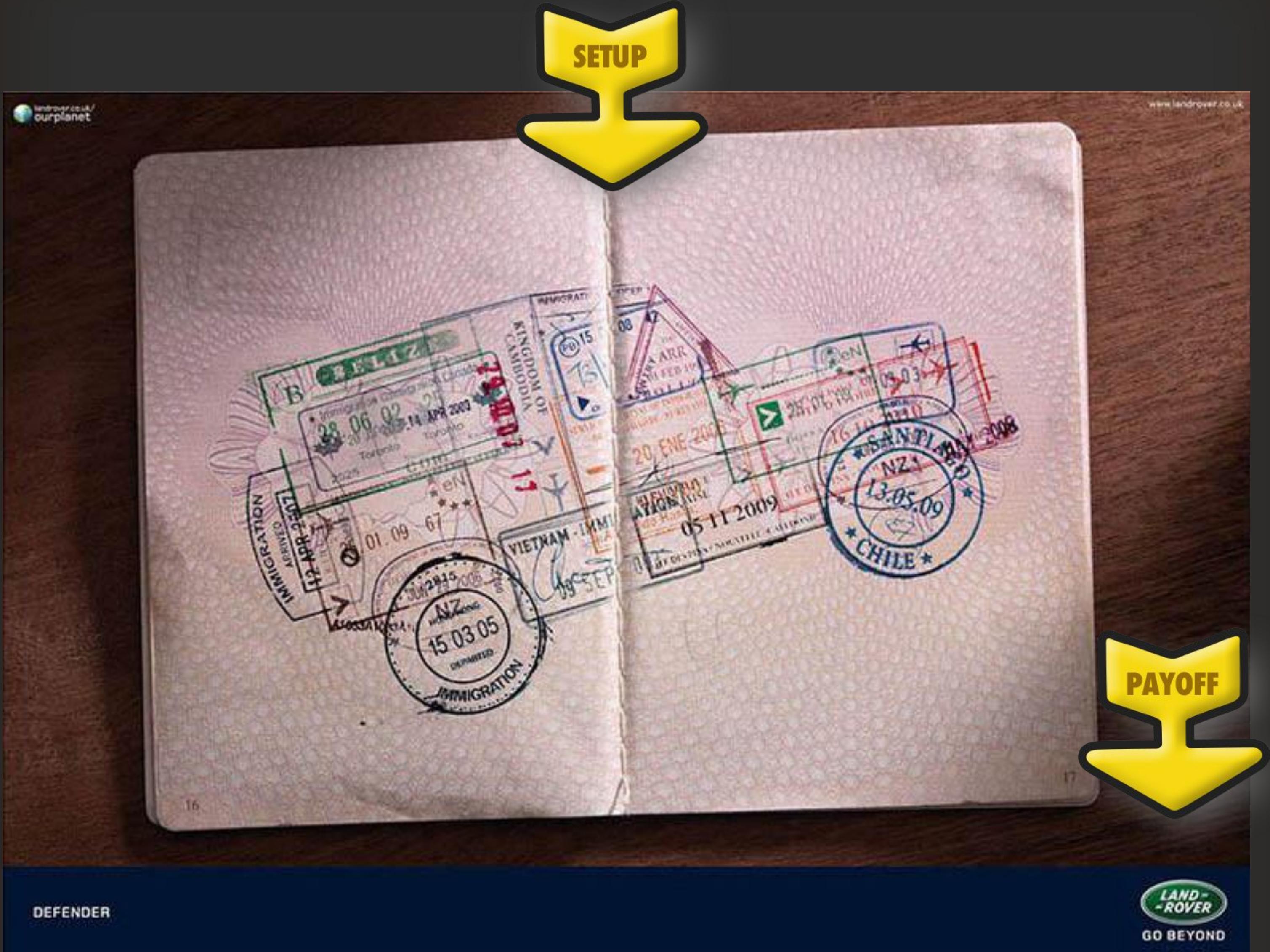
**SET UP:** A Kraft print ad gives us another “crime scene” to ponder.

**PAYOUT:** The story only makes sense once you realise Kraft have added extra calcium to their cheese for “stronger bones”.



DEFENDER

LAND  
- ROVER  
GO BEYOND



## Land Rover - Defender

**SET UP:** A passport page from a seasoned traveller. Who has seemingly visited some of the world most exciting and environmentally demanding places. Clearly in the shape of a Land Rover Defender.

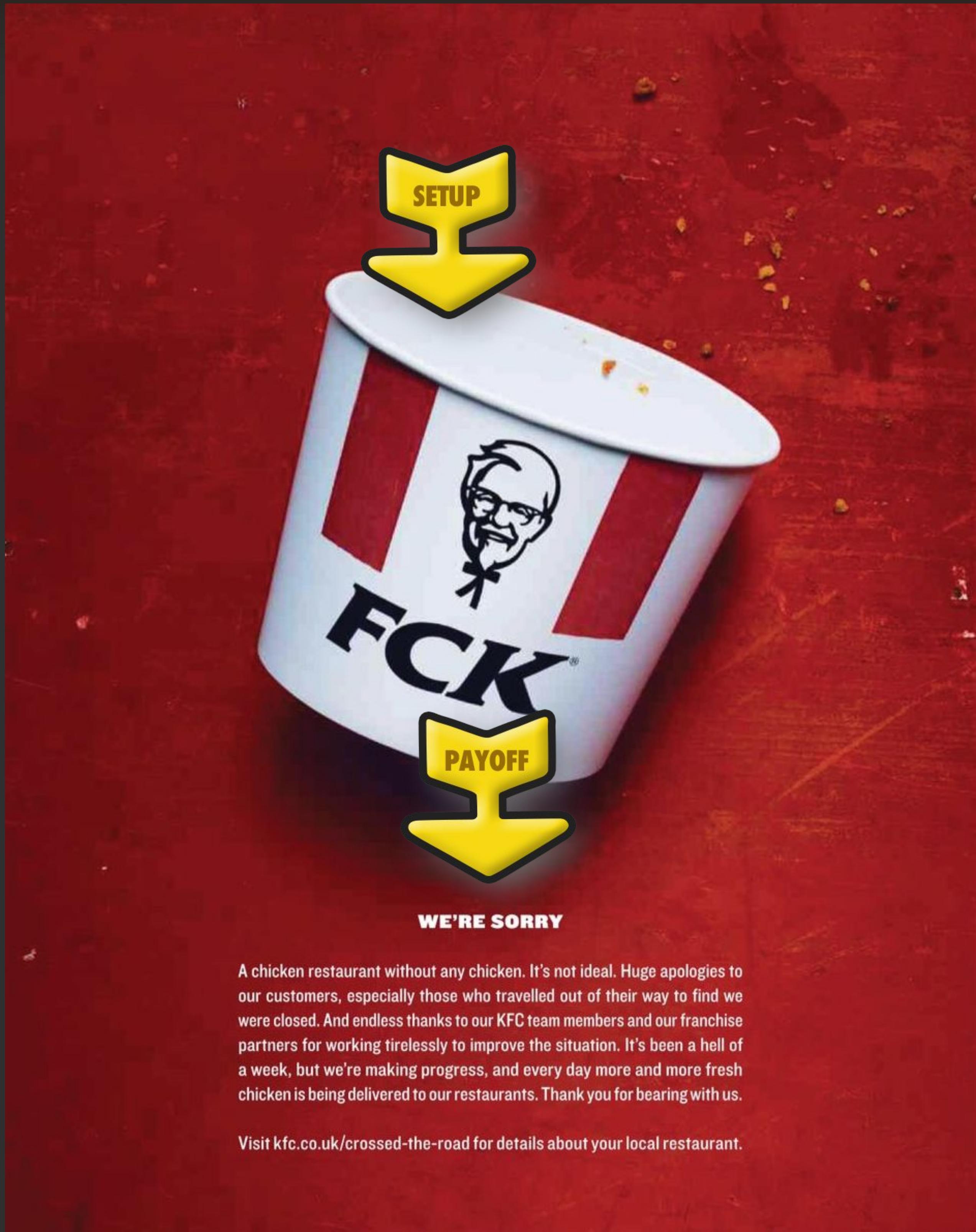
**PAYOUT:** The brand is revealed. And the story is complete.



#### **WE'RE SORRY**

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit [kfc.co.uk/crossed-the-road](http://kfc.co.uk/crossed-the-road) for details about your local restaurant.



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## KFC: “We’re Sorry”

**SET UP:** The implied expletive sets up an edgy and intriguing scenario.

**PAYOUT:** KFC apologises for running out of chicken due to delivery issues. Not only have they been transparent, honest and playful in their apology. They turned an embarrassing faux pas in to a viral comms opportunity.





## Land Rover - Jeep

**SET UP:** A Print ads show us an animal with the motto “See whatever you want to see.”

**PAYOUT:** On rotating the page the reader is delighted to discover another animal from a different part of the world. Implying the robust/durable nature of the vehicle.





## Apple - Ultra thin Macbook Pro

**SET UP:** This press ad makes the payoff physical.

**PAYOUT:** The reader is left to tie the pieces together for themselves. Clearly Apple believe their customers can be trusted to 'Think Different'.

**\*IMPLY\* YOUR  
MESSAGE**

**TRUST YOUR AUDIENCE  
TO FILL IN THE GAPS**

**THAT'S WHEN THEY  
MOVE FROM A  
PASSIVE STATE  
TO AN  
ACTIVE STATE**

**YOU ARE NOW...**

# **COLLABORATION**

**IN**

**IT'S TRANSACTIONAL!**

# **THE WINS**

**Summary: Your audience will feel...**

**SMARTER  
INCLUDED  
TRUSTED  
RESPECTED  
INVOLVED  
INVESTED  
ENTERTAINED**

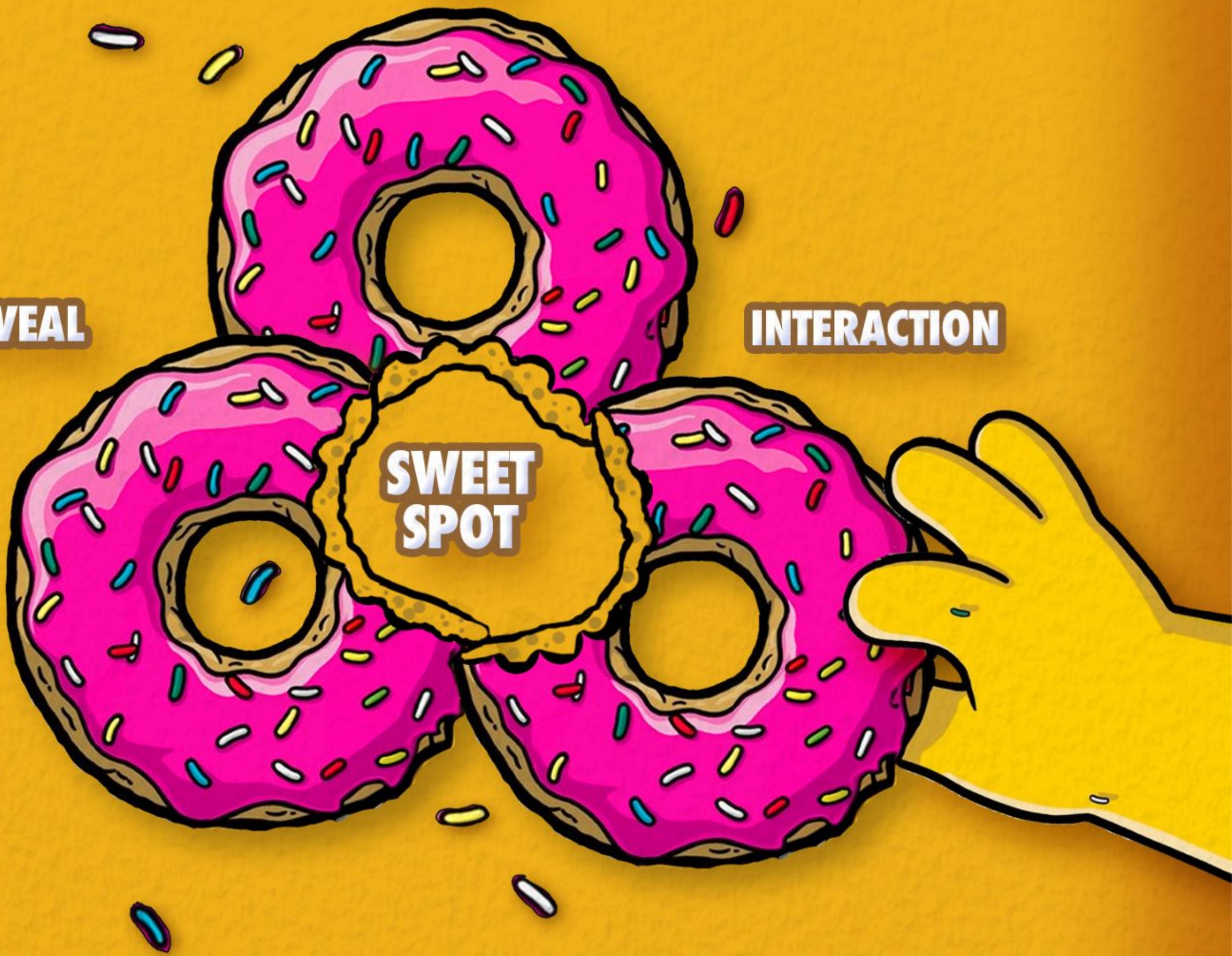


# THE SWEET SPOT

SETUP

REVEAL

INTERACTION



DON'T ADVERTISE AT YOUR AUDIENCE. ADVERTISE WITH THEM.  
DON'T ADVERTISE AT YOUR AUDIENCE. ADVERTISE WITH THEM.

