[

{

"brand": "Old Spice",

"emotion": "Humor",

"strategy": "Rebrand a legacy deodorant by using absurdist, fast-paced comedy to appeal to younger audiences.",

"unique\_twist": "A charismatic spokesperson delivers surreal, deadpan monologues while scenes shift impossibly around him.",

"impact": {

"customer": "Shifted perception from 'old-man' product to witty, modern choice; ads became quotable and shareable.",

"reputation": "Repositioned as culturally savvy and self-aware, gaining viral and meme status.",

"business\_results": "Significant sales lift and sustained creative platform spawning sequels and new characters."

}

},

{

"brand": "Dollar Shave Club",

"emotion": "Humor",

"strategy": "Launch a challenger subscription brand with a founder-led, irreverent viral video that mocked industry norms.",

"unique\_twist": "Lo-fi, single-take deadpan monologue full of sarcastic lines and absurd warehouse visuals.",

"impact": {

"customer": "Viewers felt authenticity and joined quickly; the ad generated rapid viral signups.",

"reputation": "Seen as the witty underdog puncturing industry pretension.",

"business\_results": "Explosive early growth and major acquisition interest that culminated in a high-value sale."

}

},

{

"brand": "Geico",

"emotion": "Humor",

"strategy": "Own insurance mindshare with a steady stream of short, quirky comedy skits tied to a simple savings message.",

"unique\_twist": "Memorable mascots (Gecko), recurring characters (cavemen), and absurd one-off sketches.",

"impact": {

"customer": "Made insurance entertaining; increased ad recall and brand consideration.",

"reputation": "Became known as the funny, approachable insurance company.",

"business\_results": "Sustained brand awareness and policy growth driven by high advertising recall."

}

},

{

"brand": "Snickers",

"emotion": "Humor",

"strategy": "Dramatize 'hangry' behavior with comedic personality swaps that are resolved by eating the product.",

"unique\_twist": "Celebrities portray exaggerated out-of-character versions of people until a Snickers returns them to normal.",

"impact": {

"customer": "Relatable, repeatable humor created strong emotional resonance around a common problem.",

"reputation": "Positioned as the witty fix for hunger-induced moods.",

"business\_results": "Long-running global campaign that supported sales and brand memorability."

}

},

{

"brand": "Wendy's",

"emotion": "Humor",

"strategy": "Adopt a snarky, meme-native social voice that playfully roasts fans, competitors, and internet culture.",

"unique\_twist": "Real-time Twitter clapbacks and savage roasts delivered in a conversational tone.",

"impact": {

"customer": "High engagement and follower growth; fans followed for entertainment as much as promotions.",

"reputation": "Known as the bold, witty fast-food provocateur online.",

"business\_results": "Large earned reach and increased brand attention with minimal media spend."

}

},

{

"brand": "Poo-Pourri

",

"emotion": "Humor",

"strategy": "Normalize a taboo bathroom product by using polished, playfully scandalous humor.",

"unique\_twist": "A refined narrator describes crude bathroom scenarios in elegant language and comedic contrast.",

"impact": {

"customer": "Embarrassment turned into laughter and willingness to purchase; high shareability.",

"reputation": "Seen as a cheeky disruptor unafraid to address taboo subjects.",

"business\_results": "Viral video success converted to mainstream retail adoption and strong sales growth."

}

},

{

"brand": "Skittles",

"emotion": "Humor",

"strategy": "Use surreal and absurd humor to create highly shareable, offbeat ads that match the product’s playful identity.",

"unique\_twist": "Bizarre premises and punchlines (e.g., magical transformations, oddball scenarios) delivered deadpan.",

"impact": {

"customer": "Appealed strongly to younger audiences who embraced the off-kilter shareable humor.",

"reputation": "Became synonymous with quirky, weird comedy in candy advertising.",

"business\_results": "Maintained cultural relevance and category distinctiveness over time."

}

},

{

"brand": "M&M's",

"emotion": "Humor",

"strategy": "Build an ensemble of anthropomorphized characters to create sitcom-style humor around the product.",

"unique\_twist": "Distinct candy personalities (sarcastic Red, goofy Yellow, sassy Green) bantering in human situations.",

"impact": {

"customer": "Fostered emotional attachment across age groups through recurring characters.",

"reputation": "Seen as a family-friendly brand with consistent comedic voice.",

"business\_results": "Decades-long character equity supporting sustained sales and recognition."

}

},

{

"brand": "Bud Light",

"emotion": "Humor",

"strategy": "Create simple, nonsense catchphrases and medieval-parody sketches to build shared social jokes.",

"unique\_twist": "The made-up toast 'Dilly Dilly' became a repeated punchline used in courtly spoofs.",

"impact": {

"customer": "Fans adopted the phrase socially, increasing brand visibility at events.",

"reputation": "Positioned as the goofy, party-friendly beer brand.",

"business\_results": "Cultural penetration and short-term sales and engagement boosts during campaign period."

}

},

{

"brand": "Blendtec",

"emotion": "Humor",

"strategy": "Demonstrate product performance through absurd, entertaining destruction videos.",

"unique\_twist": "Founder deadpans while blending unexpected items (phones, toys) with the tagline 'Will it blend?'.",

"impact": {

"customer": "Spectacle plus proof convinced viewers while entertaining them.",

"reputation": "Quirky, credible demonstration brand with viral-demo fame.",

"business\_results": "Marked rise in awareness and substantial sales increases driven by viral videos."

}

},

{

"brand": "Axe (Lynx)",

"emotion": "Humor",

"strategy": "Exaggerate attraction fantasies in comedic spots that parody cologne stereotypes.",

"unique\_twist": "Ordinary men spray product and suddenly fanatical crowds humorously pursue them.",

"impact": {

"customer": "Resonated with teen/young-adult audiences seeking bold, aspirational humor.",

"reputation": "Seen as provocative and tongue-in-cheek in personal care.",

"business\_results": "Dominant market share among targeted younger demographics during campaign runs."

}

},

{

"brand": "Jack in the Box",

"emotion": "Humor",

"strategy": "Use a dry-witted mascot to inject corporate satire and playful absurdity into fast-food ads.",

"unique\_twist": "A giant-headed 'Jack' character delivers deadpan humor about everyday situations.",

"impact": {

"customer": "Increased ad recall and curiosity due to eccentric brand personality.",

"reputation": "Positioned as quirky and self-aware compared with competitors.",

"business\_results": "Supported brand refresh and helped regain customer interest."

}

},

{

"brand": "Doritos",

"emotion": "Humor",

"strategy": "Treat Super Bowl spots as annual humor tentpoles with outrageous, shareable sketches.",

"unique\_twist": "User-generated campaigns ('Crash the Super Bowl') and absurd vignettes that amplify shareability.",

"impact": {

"customer": "High anticipation for ads; strong social sharing and discussion.",

"reputation": "Viewed as a fearless, fun Super Bowl ad contender.",

"business\_results": "Seasonal sales spikes and massive earned impressions."

}

},

{

"brand": "KFC",

"emotion": "Humor",

"strategy": "Use self-deprecating humor to humanize the brand, especially in crisis communications.",

"unique\_twist": "Rearranged brand bucket letters to spell 'FCK' in a cheeky newspaper apology for a supply failure.",

"impact": {

"customer": "Anger softened into amusement; customers appreciated candid humor.",

"reputation": "Praised for honesty and creativity under pressure.",

"business\_results": "Crisis contained effectively with positive PR and restored foot traffic."

}

},

{

"brand": "Progressive",

"emotion": "Humor",

"strategy": "Humanize insurance via a recurring, eccentric spokesperson to simplify messaging and entertain.",

"unique\_twist": "The character 'Flo' offers earnest, comedic guidance across many scenarios.",

"impact": {

"customer": "Insurance felt more approachable; higher ad recall from the character.",

"reputation": "Known for a long-running, beloved comedic mascot.",

"business\_results": "Sustained brand recognition and market share growth tied to character equity."

}

},

{

"brand": "Netflix",

"emotion": "Humor",

"strategy": "Adopt the vernacular of internet humor on social platforms to act like a friend, not a corporation.",

"unique\_twist": "Meta-jokes about bingeing, memes about shows, and self-aware commentary on viewing habits.",

"impact": {

"customer": "Viewers felt seen and amused; social engagement rose.",

"reputation": "Seen as culturally literate and playful.",

"business\_results": "High social engagement supporting retention and organic promotion of content."

}

},

{

"brand": "IKEA",

"emotion": "Humor",

"strategy": "Subvert sentimental advertising with blunt, clever humor that promotes value and simplicity.",

"unique\_twist": "Create emotional setups (e.g., a sad lamp) then undercut them with a deadpan, witty payoff.",

"impact": {

"customer": "Surprise laughter and appreciation for honest messaging.",

"reputation": "Seen as clever, modern, and unpretentious.",

"business\_results": "Iconic creative that reinforced brand distinctiveness and drove awareness."

}

},

{

"brand": "State Farm",

"emotion": "Humor",

"strategy": "Turn mundane insurance interactions into memorable comedy through recurring characters and catchphrases.",

"unique\_twist": "'Jake from State Farm' becomes a recurring figure in deadpan, relatable skits.",

"impact": {

"customer": "Increased memorability and catchphrase adoption; customers engaged with the humor.",

"reputation": "Approachable insurer with a recognizable humorous asset.",

"business\_results": "Reinforced recall and long-term creative platform utility."

}

},

{

"brand": "Orbit",

"emotion": "Humor",

"strategy": "Position gum as a way to 'clean up' language and moments using playful, PG humor.",

"unique\_twist": "Replace profanity with silly euphemisms in comedic settings to emphasize 'clean mouth.'",

"impact": {

"customer": "Quotable lines increased ad recall and brand affinity.",

"reputation": "Seen as playful and clever in oral-care messaging.",

"business\_results": "Boost in consideration and recall from humorous campaigns."

}

},

{

"brand": "Pepsi",

"emotion": "Humor",

"strategy": "Use light-hearted stunts and celebrity-driven humor to position the brand as youthful and daring.",

"unique\_twist": "Hidden-camera or stunt formats (e.g., celebrity surprises) that end in humorous reveals.",

"impact": {

"customer": "Created shareable moments and association with pop culture and fun.",

"reputation": "Maintained image as the cheeky, youth-focused challenger to category leaders.",

"business\_results": "Improved engagement among younger demographics and episodic viral reach."

}

},

{

"brand": "Taco Bell",

"emotion": "Humor",

"strategy": "Lean into irreverent mascots, quirky promotions, and playful cultural tie-ins.",

"unique\_twist": "Memorable mascots and stunts (e.g., memorable dog mascot, playful MLB promotions).",

"impact": {

"customer": "Strong resonance with youth culture and social sharing of humorous content.",

"reputation": "Viewed as a playful, risk-taking fast-food brand.",

"business\_results": "Increased buzz, promotional effectiveness, and foot traffic during campaigns."

}

},

{

"brand": "Moosejaw",

"emotion": "Humor",

"strategy": "Turn normally dry ecommerce copy into entertainment with sarcastic and witty product descriptions.",

"unique\_twist": "Humorous specs and cheeky commentary integrated sitewide, emails, and packaging.",

"impact": {

"customer": "Customers spent more time on site and developed emotional affinity for the tone.",

"reputation": "Known as the quirky, fun outdoor retailer with personality.",

"business\_results": "Improved engagement metrics and increased conversion from distinctive voice."

}

},

{

"brand": "Metro Trains Melbourne",

"emotion": "Humor",

"strategy": "Deliver a public-safety message using darkly comic animation and a catchy song.",

"unique\_twist": "'Dumb Ways to Die' uses cute characters dying in silly ways to highlight safety rules.",

"impact": {

"customer": "High recall and viral sharing made the safety message memorable.",

"reputation": "Praised globally for creative, effective public-safety advertising.",

"business\_results": "Measured reductions in risky behavior and awards/recognition worldwide."

}

},

{

"brand": "Google",

"emotion": "Humor",

"strategy": "Humanize a utility by poking gentle fun at search quirks and internet behavior.",

"unique\_twist": "Playful example searches, interactive doodles, and Easter eggs that surprise users.",

"impact": {

"customer": "Made daily tasks feel friendlier and more fun; increased brand warmth.",

"reputation": "Perceived as an innovative, approachable tech leader.",

"business\_results": "Stronger brand affinity supporting continued habitual use."

}

},

{

"brand": "Dos Equis",

"emotion": "Humor",

"strategy": "Create a mythic, hyperbolic persona to make the product feel aspirational and funny.",

"unique\_twist": "'The Most Interesting Man in the World' performs absurd feats delivered in a deadpan tone.",

"impact": {

"customer": "Tagline and character became cultural references and conversation starters.",

"reputation": "Positioned as suave with a wink; memorable brand storytelling.",

"business\_results": "Significant U.S. sales growth and elevated brand awareness during the campaign."

}

},

{

"brand": "Dr Pepper",

"emotion": "Humor",

"strategy": "Use serialized parody storytelling that riffs on sports fandom and melodrama.",

"unique\_twist": "'Fansville' creates a soap-opera-like world that humorously exaggerates fan behavior.",

"impact": {

"customer": "Fans engaged with episodic comedy tied to sports rituals.",

"reputation": "Seen as a brand that understands and playfully celebrates fandom.",

"business\_results": "Enhanced relevance during sports seasons and improved affinity among target audiences."

}

},

{

"brand": "John West",

"emotion": "Humor",

"strategy": "Turn a quality claim into a memorable, slapstick spectacle to prove product superiority.",

"unique\_twist": "A fisherman dramatically fights a bear in an absurdly comedic ad to signal dedication to freshness.",

"impact": {

"customer": "High memorability and word-of-mouth sharing due to shock and humor.",

"reputation": "Cast as bold and creatively fearless in a staid category.",

"business\_results": "Global awareness lift and increased shelf consideration following the campaign."

}

},

{

"brand": "Heineken",

"emotion": "Humor",

"strategy": "Use light-hearted parody and reversal of gender stereotypes to create universal comedic spots.",

"unique\_twist": "Compare reactions to a walk-in closet vs. a walk-in fridge full of beer for a simple, funny payoff.",

"impact": {

"customer": "Broad, shareable laughs tied to social drinking moments.",

"reputation": "Seen as clever and convivial among premium lagers.",

"business\_results": "High view counts and strengthened brand visibility in social settings."

}

},

{

"brand": "Charmin",

"emotion": "Humor",

"strategy": "Make bathroom habits light and acceptable using playful mascots and cheeky taglines.",

"unique\_twist": "Cartoon bears and the tagline 'Enjoy the Go' turn a taboo topic into family-friendly comedy.",

"impact": {

"customer": "Reduced awkwardness, increased brand stickiness, and positive recall.",

"reputation": "Perceived as cheeky yet family-appropriate in homecare.",

"business\_results": "Reinforced category leadership and improved brand preference."

}

},

{

"brand": "Virgin Atlantic",

"emotion": "Humor",

"strategy": "Position the airline as a cheeky challenger through playful comparisons and stylish parody.",

"unique\_twist": "Exaggerated glamor and tongue-in-cheek jabs at competitors presented with a wink.",

"impact": {

"customer": "Appealed to travelers seeking a more fun and distinctive flying experience.",

"reputation": "Seen as rebellious, personable, and modern.",

"business\_results": "Helped attract younger travelers and differentiate service in a crowded market."

}

},

{

"brand": "Oatly",

"emotion": "Humor",

"strategy": "Use bold, self-aware copy and on-pack humor to build challenger brand personality.",

"unique\_twist": "Witty, irreverent lines on packaging and OOH that break the fourth wall.",

"impact": {

"customer": "Encouraged social sharing and fandom around tone as much as product.",

"reputation": "Positioned as an outspoken, quirky plant-based innovator.",

"business\_results": "Rapid expansion and strong market interest driven by distinct voice."

}

},

{

"brand": "Burger King",

"emotion": "Humor",

"strategy": "Use subversive, sometimes shocking humor to make product and ingredient claims stand out.",

"unique\_twist": "Show a time-lapse 'Moldy Whopper' to highlight removal of artificial preservatives.",

"impact": {

"customer": "Provoked conversation and curiosity; some viewers amused, others shocked.",

"reputation": "Reinforced as a bold, rule-breaking brand willing to take creative risks.",

"business\_results": "Large earned media and increased awareness around ingredient transparency."

}

},

{

"brand": "Spotify",

"emotion": "Humor",

"strategy": "Turn anonymized listener data into witty, personalized out-of-home and digital humor.",

"unique\_twist": "Billboards and ads that poke fun at specific listening habits with tongue-in-cheek copy.",

"impact": {

"customer": "Users felt 'seen' and amused, driving social sharing.",

"reputation": "Seen as culturally literate and playful in music curation.",

"business\_results": "High shareability and brand warmth supporting user retention."

}

},

{

"brand": "Mint Mobile",

"emotion": "Humor",

"strategy": "Use celebrity founder’s dry, meta-humor to sell low-cost telecom plans with authenticity.",

"unique\_twist": "Ryan Reynolds’ self-aware, budget-joke ads that admit the ad is cheap as part of the gag.",

"impact": {

"customer": "Humor built trust and connected with price-conscious consumers.",

"reputation": "Seen as clever, scrappy challenger in telecom.",

"business\_results": "Rapid subscriber growth and strong market momentum prior to acquisition interest."

}

},

{

"brand": "Miller Lite",

"emotion": "Humor",

"strategy": "Turn a product benefit into a recurring comedic debate to build memorability.",

"unique\_twist": "Playful arguments around 'Great Taste, Less Filling' escalate into absurd situations.",

"impact": {

"customer": "Slogan recall and lighthearted association with social beer drinking.",

"reputation": "Positioned as an approachable, everyday beer.",

"business\_results": "Sustained platform that supported category leadership in the light-beer segment."

}

},

{

"brand": "FedEx",

"emotion": "Humor",

"strategy": "Illustrate brand promise (speed) via comedic, high-energy executions.",

"unique\_twist": "Use rapid-fire delivery (e.g., the world’s fastest talker) to mirror service speed in a humorous way.",

"impact": {

"customer": "Immediate comprehension of benefit combined with a memorable laugh.",

"reputation": "Seen as fast and reliable, with a sense of humor.",

"business\_results": "Increased top-of-mind awareness for express services."

}

},

{

"brand": "E\*TRADE",

"emotion": "Humor",

"strategy": "Demystify investing by using twisty visual humor and ironic spokes-characters.",

"unique\_twist": "Talking babies delivering adult financial lines to reduce intimidation around investing.",

"impact": {

"customer": "Lowered psychological barriers; made finance feel more approachable.",

"reputation": "Seen as a modern, witty broker.",

"business\_results": "Improved awareness among younger potential investors and higher account sign-ups."

}

},

{

"brand": "Volkswagen",

"emotion": "Humor",

"strategy": "Blend family-friendly humor with pop-culture tie-ins to create emotional yet funny spots.",

"unique\_twist": "Cute scenarios (e.g., child in Darth Vader costume) ending with a humorous product reveal.",

"impact": {

"customer": "Wide demographic appeal; high shareability for wholesome humor.",

"reputation": "Seen as warm, clever, and family-oriented.",

"business\_results": "High campaign visibility and model interest increases."

}

},

{

"brand": "Compare the Market",

"emotion": "Humor",

"strategy": "Turn a naming confusion into a long-running character-driven world to boost recall.",

"unique\_twist": "Aleksandr Orlov, a talking meerkat, laments customers confusing 'market' with 'meerkat.'",

"impact": {

"customer": "Affection for the character increased engagement and recall.",

"reputation": "Stood out as whimsical and memorable in the insurance comparison space.",

"business\_results": "Sustained campaign longevity and measurable increases in consideration."

}

},

{

"brand": "Dodge",

"emotion": "Humor",

"strategy": "Use celebrity-driven in-character comedy to dramatize vehicle personality.",

"unique\_twist": "Will Ferrell (as a comic persona) improvises about vehicle traits with absurd confidence.",

"impact": {

"customer": "Comedy fans responded with increased attention to model features.",

"reputation": "Seen as pop-culture-savvy and playful.",

"business\_results": "Lifted model awareness and showroom interest tied to comedic spots."

}

},

{

"brand": "Reebok",

"emotion": "Humor",

"strategy": "Leverage viral office-slapstick to create entertaining brand moments tied to athleticism.",

"unique\_twist": "Terry Tate: Office Linebacker enforces office rules with physical comedy.",

"impact": {

"customer": "High virality and brand buzz beyond sports audiences.",

"reputation": "Viewed as edgy and culturally current.",

"business\_results": "Significant gains in awareness and youthful appeal during campaign run."

}

},

{

"brand": "Cadbury",

"emotion": "Humor",

"strategy": "Use joyful, unexpected visual humor to evoke delight rather than directly sell product features.",

"unique\_twist": "A gorilla passionately drumming to a well-known song in a surprising, emotive ad.",

"impact": {

"customer": "Strong emotional engagement and rewatchability.",

"reputation": "Known for whimsical, emotive creativity in confectionery advertising.",

"business\_results": "Improved brand favorability and sales uplift after the campaign."

}

},

{

"brand": "Slim Jim",

"emotion": "Humor",

"strategy": "Embrace manic, high-energy humor to appeal to teen and young-adult sensibilities.",

"unique\_twist": "Loud mascots and shouty catchphrases that amplify snack irreverence.",

"impact": {

"customer": "Strong recall and impulse purchase intent from memorable, outrageous spots.",

"reputation": "Seen as rowdy and irreverent—a snack for bold tastes.",

"business\_results": "Maintained cultural recognition and steady category sales in target demos."

}

},

{

"brand": "Kia",

"emotion": "Humor",

"strategy": "Use playful characters and music to create feel-good automotive spots.",

"unique\_twist": "Dancing 'Hamsters' promote model personality through upbeat choreography and humor.",

"impact": {

"customer": "Family-friendly laughs and cross-generational appeal improved ad memorability.",

"reputation": "Framed as a fun, youthful automotive challenger.",

"business\_results": "Increased showroom interest and stronger model awareness."

}

},

{

"brand": "Purple",

"emotion": "Humor",

"strategy": "Combine entertaining science demos with witty narration to educate while amusing.",

"unique\_twist": "Playful tests and comedic explanations debunk mattress myths in shareable videos.",

"impact": {

"customer": "Entertained while informed, boosting purchase confidence.",

"reputation": "Seen as a smart, humorous DTC innovator.",

"business\_results": "Strong online sales growth driven by viral content."

}

},

{

"brand": "Squatty Potty",

"emotion": "Humor",

"strategy": "Break bathroom taboos with irreverent, educational humor that simplifies product benefit.",

"unique\_twist": "A regal narrator explains digestion while a unicorn poops rainbow soft-serve—absurd and memorable.",

"impact": {

"customer": "Taboo topics became easy to discuss; high word-of-mouth and conversions.",

"reputation": "Case study in daring, effective DTC humor.",

"business\_results": "Massive sales spike and widespread retail distribution following viral success."

}

},

{

"brand": "Travelocity",

"emotion": "Humor",

"strategy": "Personify the brand with a mischievous mascot to make travel booking lighthearted.",

"unique\_twist": "The 'Roaming Gnome' embarks on quirky adventures shown in humorous campaign creative.",

"impact": {

"customer": "Mascot created affinity and encouraged travel-related social sharing.",

"reputation": "Seen as approachable and fun among online travel agencies.",

"business\_results": "Increased direct traffic and memorable creative helped bookings."

}

},

{

"brand": "Allstate",

"emotion": "Humor",

"strategy": "Personify risk as a comedic antagonist to dramatize insurance benefits.",

"unique\_twist": "'Mayhem' character enacts everyday disasters with wry, dark humor.",

"impact": {

"customer": "Humor made risk more memorable without being alarmist; increased ad recall.",

"reputation": "Known for clever risk-education with comedic teeth.",

"business\_results": "Differentiated positioning leading to improved consideration in target segments."

}

},

{

"brand": "Yorkshire Tea",

"emotion": "Humor",

"strategy": "Use dry, local humor and familiar cultural touchpoints to celebrate regional pride.",

"unique\_twist": "Cameos and workplace gags treat tea as a revered ritual with tongue-in-cheek reverence.",

"impact": {

"customer": "Evoked warm chuckles and regional identification, boosting loyalty.",

"reputation": "Seen as down-to-earth, witty, and authentic.",

"business\_results": "Increased retail momentum and stronger category share in core markets."

}

},

{

"brand": "Innocent Drinks",

"emotion": "Humor",

"strategy": "Adopt chatty, pun-filled packaging and social tone to appear like a friendly human.",

"unique\_twist": "Self-referential labels and dad-joke copy across social platforms and packaging.",

"impact": {

"customer": "Customers shared packaging humor and formed brand affinity around tone.",

"reputation": "Perceived as wholesome, witty, and relatable.",

"business\_results": "Premium pricing tolerance and high repeat purchase rates."

}

}

]

[

{

"brand": "Axe (Lynx in some markets)",

"emotion": "Humor",

"strategy": "Comedic exaggerations around attraction and confidence using slapstick, cheeky scenarios.",

"unique\_twist": "Over-the-top depictions of men instantly attracting swarms of women after using Axe body spray.",

"impact": {

"customer": "Young men related to the humor and fantasy, making it fun to buy and use.",

"reputation": "Seen as bold, funny, and edgy though sometimes controversial.",

"business\_results": "Explosive sales among teenage and young adult males, dominating the grooming category."

}

},

{

"brand": "Burger King",

"emotion": "Humor",

"strategy": "Playful, irreverent campaigns often poking fun at McDonald’s.",

"unique\_twist": "Used stunts like 'Whopper Detour' where customers got a Whopper for 1¢ if ordered near a McDonald's.",

"impact": {

"customer": "Customers loved the clever trolling humor and interactive twist.",

"reputation": "Built a reputation as the cheeky, fearless challenger brand.",

"business\_results": "Increased app downloads and boosted sales through viral buzz."

}

},

{

"brand": "Poo-Pourri",

"emotion": "Humor",

"strategy": "Used irreverent bathroom humor to normalize an awkward topic.",

"unique\_twist": "Funny British-accented narrator openly joking about poop while staying charming.",

"impact": {

"customer": "Turned an embarrassing subject into something customers could laugh about.",

"reputation": "Became known as witty, brave, and refreshing in a taboo market.",

"business\_results": "Massive viral ad success leading to millions in revenue growth."

}

},

{

"brand": "Dollar Shave Club",

"emotion": "Humor",

"strategy": "Launched with a viral ad full of sarcastic humor and edgy jokes.",

"unique\_twist": "CEO himself starred in a one-take ad filled with absurd lines like 'Our blades are f\*\*\*ing great.'",

"impact": {

"customer": "Customers felt entertained and respected for their intelligence.",

"reputation": "Became the poster child for startup humor disrupting old-school industries.",

"business\_results": "Exploded in growth, acquired by Unilever for $1 billion."

}

},

{

"brand": "Ben & Jerry’s",

"emotion": "Humor",

"strategy": "Quirky ice cream names and playful messaging with social commentary.",

"unique\_twist": "Funny puns like 'Chunky Monkey' and humorous packaging designs.",

"impact": {

"customer": "Made ice cream feel fun, rebellious, and personality-driven.",

"reputation": "Earned a reputation for being clever, socially conscious, and witty.",

"business\_results": "Expanded globally while maintaining cult-like brand loyalty."

}

},

{

"brand": "Innocent Drinks",

"emotion": "Humor",

"strategy": "Friendly, conversational humor on packaging and ads.",

"unique\_twist": "Quirky copywriting like 'Stop looking at my bottom' on bottle labels.",

"impact": {

"customer": "Customers loved the approachable tone, feeling personally spoken to.",

"reputation": "Stood out as a funny, human brand in the beverage aisle.",

"business\_results": "Helped Innocent dominate smoothie sales in the UK and beyond."

}

},

{

"brand": "Liquid Death",

"emotion": "Humor",

"strategy": "Shock humor and parody branding for canned water.",

"unique\_twist": "Branded water like heavy metal beer with slogans like 'Murder Your Thirst.'",

"impact": {

"customer": "Young audiences loved the rebellious, humorous anti-water marketing.",

"reputation": "Became notorious as the funniest water brand ever.",

"business\_results": "Explosive growth, reaching $700M valuation in just a few years."

}

},

{

"brand": "Wendy’s",

"emotion": "Humor",

"strategy": "Used sarcastic humor and roasts on social media to build cultural relevance.",

"unique\_twist": "Savage Twitter takedowns of both fans and competitors.",

"impact": {

"customer": "Fans loved engaging with the brand for laughs, not just food deals.",

"reputation": "Built a reputation as the snarkiest, funniest fast-food chain.",

"business\_results": "Massive social media growth and improved market presence."

}

},

{

"brand": "Oatly",

"emotion": "Humor",

"strategy": "Self-deprecating, quirky humor across ads and packaging.",

"unique\_twist": "Slogans like 'It’s like milk, but made for humans.'",

"impact": {

"customer": "Attracted health-conscious customers who loved the witty, rebellious tone.",

"reputation": "Seen as quirky, brave, and offbeat in the alternative milk space.",

"business\_results": "Helped Oatly expand rapidly into global markets."

}

},

{

"brand": "MoonPie",

"emotion": "Humor",

"strategy": "Absurdist humor on social media, especially Twitter.",

"unique\_twist": "Surreal, nonsensical tweets that delighted audiences.",

"impact": {

"customer": "Customers enjoyed the humor even if they didn’t eat MoonPies.",

"reputation": "MoonPie became a cult-favorite internet personality.",

"business\_results": "Revitalized relevance for a legacy snack brand."

}

},

{

"brand": "Charmin",

"emotion": "Humor",

"strategy": "Toilet humor used in commercials and social media.",

"unique\_twist": "Playful cartoon bears joking about bathroom habits.",

"impact": {

"customer": "Families laughed and felt less awkward about the product category.",

"reputation": "Known as the fun, approachable toilet paper brand.",

"business\_results": "Became the top-selling bathroom tissue brand in the U.S."

}

},

{

"brand": "Mailchimp",

"emotion": "Humor",

"strategy": "Weird, whimsical campaigns like 'Did you mean MailShrimp?'",

"unique\_twist": "Playful mispronunciations and surreal branded mini-films.",

"impact": {

"customer": "Customers found the humor clever and memorable.",

"reputation": "Built a reputation as quirky, approachable tech.",

"business\_results": "Strengthened awareness among small businesses globally."

}

},

{

"brand": "Big Daddy’s Pizza",

"emotion": "Humor",

"strategy": "Locally humorous, edgy ads with exaggerated slogans.",

"unique\_twist": "Ads like 'Our Pizza is Bigger Than Yours' full of cheeky bravado.",

"impact": {

"customer": "Entertained locals and drove word-of-mouth buzz.",

"reputation": "Known as the funny, bold pizza chain.",

"business\_results": "Boosted local sales through viral regional marketing."

}

},

{

"brand": "Squatty Potty",

"emotion": "Humor",

"strategy": "Used outrageous bathroom humor to market a health product.",

"unique\_twist": "A unicorn pooping rainbow ice cream in viral ads.",

"impact": {

"customer": "Made an awkward subject funny and approachable.",

"reputation": "Became iconic for blending humor and utility.",

"business\_results": "Massive sales spike and cultural phenomenon."

}

},

{

"brand": "E\*TRADE",

"emotion": "Humor",

"strategy": "Used talking babies to humorously explain investing.",

"unique\_twist": "Funny baby characters giving sarcastic financial advice.",

"impact": {

"customer": "Customers felt investing could be simple and less intimidating.",

"reputation": "Became the funny, approachable investment brand.",

"business\_results": "Boosted user sign-ups and trading activity."

}

},

{

"brand": "Dr Pepper",

"emotion": "Humor",

"strategy": "Funny character-driven ads like 'Lil’ Sweet.'",

"unique\_twist": "Exaggerated, humorous mini-rockstar mascot singing about soda.",

"impact": {

"customer": "Entertained fans while reinforcing brand fun.",

"reputation": "Built quirky, playful associations with the drink.",

"business\_results": "Lifted sales and created cultural buzz."

}

},

{

"brand": "Virgin America",

"emotion": "Humor",

"strategy": "Quirky, comedic safety videos and marketing campaigns.",

"unique\_twist": "A funny musical safety video with dancing and jokes.",

"impact": {

"customer": "Made customers actually enjoy the safety briefing.",

"reputation": "Seen as innovative, cool, and funny compared to rivals.",

"business\_results": "Improved passenger engagement and loyalty."

}

},

{

"brand": "Metro Trains (Australia)",

"emotion": "Humor",

"strategy": "Created humorous public service ads for safety awareness.",

"unique\_twist": "The viral 'Dumb Ways to Die' cartoon campaign.",

"impact": {

"customer": "People laughed and sang along while learning safety lessons.",

"reputation": "Praised as one of the smartest public service campaigns.",

"business\_results": "Dramatically reduced train accidents and boosted awareness."

}

},

{

"brand": "Little Caesars",

"emotion": "Humor",

"strategy": "Comedic exaggerations and quirky characters in pizza ads.",

"unique\_twist": "Funny lines like 'Pizza! Pizza!' and absurd price-based humor.",

"impact": {

"customer": "Customers remembered the brand for laughs and deals.",

"reputation": "Seen as affordable, funny, and no-nonsense.",

"business\_results": "Helped sustain growth in the competitive pizza market."

}

}

]

[

{

"brand": "Poo~Pourri (Original Series)",

"emotion": "Humor",

"strategy": "Continue taboo humor with elevated, wink-wink narrative across new scenarios.",

"unique\_twist": "Featuring elegantly vulgar metaphors (e.g., 'It’s like perfume, but for the toilet') delivered in posh tone.",

"impact": {

"customer": "Laugh-out-loud sharing grew; customers appreciated witty honesty in embarrassing category.",

"reputation": "Maintained as bold, cheeky innovator.",

"business\_results": "Consistent viral traction and brand recall leading to steady growth."

}

},

{

"brand": "Squatty Potty (Follow-Ups)",

"emotion": "Humor",

"strategy": "Build on unicorn ad success with similarly outrageous storytelling.",

"unique\_twist": "New scenarios like knights and dragons explaining squatting benefits with absurd fantasy humor.",

"impact": {

"customer": "Kept audience laughing; reinforced product benefit memorably.",

"reputation": "Solidified as the benchmark of humorous DTC education.",

"business\_results": "Continued spike in conversions and media coverage."

}

},

{

"brand": "Liquid Death (Expansion)",

"emotion": "Humor",

"strategy": "Double down on heavy-metal parody and outrageous marketing for canned water.",

"unique\_twist": "TikTok challenges like 'Murder My Thirst' with metal memes and dark puns.",

"impact": {

"customer": "Young consumers felt rebellious and in on the joke.",

"reputation": "Maintained edgy branding with cult appeal.",

"business\_results": "Sales and social following continued fast, viral-paced growth."

}

},

{

"brand": "MoonPie (2020s Twitter Refresh)",

"emotion": "Humor",

"strategy": "Revamp silliness with unexpected, surreal Twitter comedy for snack brand relevancy.",

"unique\_twist": "Random absurd tweets like 'I love you more than cheese loves crackers.'",

"impact": {

"customer": "Fans anticipated tweets as entertainment even beyond product interest.",

"reputation": "Internet-favorite vintage snack with quirky digital persona.",

"business\_results": "Social growth translated into renewed shelf visibility."

}

},

{

"brand": "Burger King (General Surveys)",

"emotion": "Humor",

"strategy": "Use branded surveys to reveal absurd behaviors with cheeky voice.",

"unique\_twist": "Ads ask 'Do you nap your fries?' with comedic stats and sassy narration.",

"impact": {

"customer": "Entertained and validated weird always-people habits.",

"reputation": "Seen as fun, self-aware fast-food disruptor.",

"business\_results": "Digital engagement boosted alongside brand affinity."

}

},

{

"brand": "Fenty Beauty",

"emotion": "Humor",

"strategy": "Use playful, meme-infused tone in product reveals and social campaigns.",

"unique\_twist": "Funny shade names and beauty tips posted as pop-culture one-liners.",

"impact": {

"customer": "Engaged with the brand for personality and inclusivity spirit.",

"reputation": "Seen as trend-savvy and charismatic in beauty space.",

"business\_results": "High social lift and continued sell-out of shades."

}

},

{

"brand": "Charmin (Social Extensions)",

"emotion": "Humor",

"strategy": "Take bears out of commercials and into humorous social memes.",

"unique\_twist": "GIFs like dancing bears saying 'Bathroom break? More like bear break.'",

"impact": {

"customer": "Cheeky laugh kept Charmin top-of-mind across channels.",

"reputation": "Remained lighthearted and approachable.",

"business\_results": "Uplift in social engagement and brand sentiment."

}

},

{

"brand": "Chipotle",

"emotion": "Humor",

"strategy": "Use subtle food humor and relatable digital content to build authenticity.",

"unique\_twist": "Memes like 'I literally live for Chipotle' paired with behind-the-scenes kitchen banter.",

"impact": {

"customer": "Felt the brand 'gets them'; shared inside jokes.",

"reputation": "Seen as chill, food-obsessed modern brand.",

"business\_results": "Continued digital buzz aided loyalty."

}

},

{

"brand": "Ben & Jerry's (Social Spin)",

"emotion": "Humor",

"strategy": "Infuse humorous social commentary into flavor announcements and activism.",

"unique\_twist": "Punny flavor names tied with cultural moments (e.g., 'Pecan Resist').",

"impact": {

"customer": "Used humor to process serious topics; brand admired for voice.",

"reputation": "Witty, socially conscious ice cream leader.",

"business\_results": "Built stronger community and premium brand edge."

}

},

{

"brand": "T-Mobile",

"emotion": "Humor",

"strategy": "Use playful media stunts and cheeky tone to position as the bold network.",

"unique\_twist": "Ads like 'T-Mobile ents the music, not your data' with playful mock band comedy.",

"impact": {

"customer": "Found humor in service framing appealing.",

"reputation": "Seen as fun, relatable telecom underdog.",

"business\_results": "Brand perception shifted, subscriber lift followed."

}

},

{

"brand": "Allbirds",

"emotion": "Humor",

"strategy": "Use honest, humorous take on eco-shoe messaging.",

"unique\_twist": "Lines like 'Feels like clouds but sneakers' on packaging and OOH.",

"impact": {

"customer": "Felt refreshed by candid, funny sustainability talk.",

"reputation": "Hip, eco-witty footwear brand.",

"business\_results": "Expanded brand awareness with loyal eco-conscious base."

}

},

{

"brand": "Casper",

"emotion": "Humor",

"strategy": "Play up sleep humor through quirky campaigns that feel relatable.",

"unique\_twist": "Comedic taglines: 'Wake up like you wanna wake up.' shared with zzz-laden visuals.",

"impact": {

"customer": "Customers connected with humorous sarcasm about waking life.",

"reputation": "Modern, clever mattress-minimalist.",

"business\_results": "Contributed to strong DTC engagement and conversion."

}

},

{

"brand": "Dollar General",

"emotion": "Humor",

"strategy": "Use lighthearted social content to humanize the discount retail experience.",

"unique\_twist": "Funny captions like 'Where every cent slays.' added to everyday product snapshots.",

"impact": {

"customer": "Appreciated the friendly tone in value-driven context.",

"reputation": "Seen as fun, accessible discount brand.",

"business\_results": "Incremental social engagement and positive sentiment."

}

},

{

"brand": "LaCroix",

"emotion": "Humor",

"strategy": "Lean into millennial irony with meme-style social presence.",

"unique\_twist": "Posts like 'Sorry I can't hear you—I’m sparkling.' paired with pastel visuals.",

"impact": {

"customer": "Engaged for meme tone and aesthetic appeal.",

"reputation": "Cult-fave sparkling water with personality.",

"business\_results": "Social fandom helped weather category declines."

}

},

{

"brand": "Chipotle (Halloween Campaign)",

"emotion": "Humor",

"strategy": "Use seasonal humor to reinforce brand voice.",

"unique\_twist": "Puns like 'Boo-rito' themed around spooky season with playful visuals.",

"impact": {

"customer": "Seasonal laughter translated into engagement and brand warmth.",

"reputation": "Consistently witty and participatory.",

"business\_results": "Boosted digital traction and limited-time item performance."

}

},

{

"brand": "Wendy’s (Menu Humor)",

"emotion": "Humor",

"strategy": "Extend social sass into menu descriptions and in-store posters.",

"unique\_twist": "Witty add-ons like 'Fries: The real MVPs.' printed in dining areas.",

"impact": {

"customer": "Smiled in-store; felt connected to brand personality.",

"reputation": "Strong, consistent humor across channels.",

"business\_results": "Subtle reinforcement of brand voice helped retention."

}

},

{

"brand": "Pret a Manger",

"emotion": "Humor",

"strategy": "Use fun snack puns on packaging to make grab-and-go feel fresh.",

"unique\_twist": "Sandwich wrappers reading 'Lettuce meet' and 'It’s okay to be a little cheesy.'",

"impact": {

"customer": "Customers chuckled while eating; messaging felt human.",

"reputation": "Seen as warm, witty café chain.",

"business\_results": "Added delight to everyday purchases—brand warmth grew."

}

},

{

"brand": "Sam’s Club",

"emotion": "Humor",

"strategy": "Use exaggerated comparisons to amplify value claim with wit.",

"unique\_twist": "Lines like 'Our prices are so low, your survival budget approved.'",

"impact": {

"customer": "Appreciated self-aware humor in low-interest category.",

"reputation": "Seen as helpful, no-nonsense with a wink.",

"business\_results": "Reinforced value perception in membership appeal."

}

},

{

"brand": "Target",

"emotion": "Humor",

"strategy": "Light-hearted humor in service spots to humanize the brand.",

"unique\_twist": "Ads where service team 'arrow' staff winkedly solve everyday chaos with stylized humor.",

"impact": {

"customer": "Friendly tone made service feel fun and personal.",

"reputation": "Seen as stylish, warm, and approachable.",

"business\_results": "Brand likability and loyalty remained strong."

}

},

{

"brand": "Under Armour",

"emotion": "Humor",

"strategy": "Use tongue-in-cheek self-awareness in activewear messaging.",

"unique\_twist": "Lines like 'Train like someone left the cake out.' paired with intense visuals.",

"impact": {

"customer": "Humorous push messaging felt motivating and relatable.",

"reputation": "Seen as motivational yet homegrown.",

"business\_results": "Contributed to activewear engagement and brand differentiation."

}

},

{

"brand": "Cheerios",

"emotion": "Humor",

"strategy": "Inject light family humor in everyday breakfast routines.",

"unique\_twist": "Warmly funny storylines like dad saying 'Cheerios fixes everything.'",

"impact": {

"customer": "Felt comforting and charming; improved emotional connection.",

"reputation": "Maintained reputation for family-focused warmth.",

"business\_results": "Reinforced household presence and trust."

}

},

{

"brand": "Apple (Back-to-School)",

"emotion": "Humor",

"strategy": "Use clever, self-aware humor to introduce education products.",

"unique\_twist": "Ads like 'Your backpack just got jealous.' to highlight iPad features.",

"impact": {

"customer": "Smiled at clever lines; product benefits felt fun.",

"reputation": "Seen as sleek yet personable tech brand.",

"business\_results": "Boosted seasonal device interest and brand warmth."

}

},

{

"brand": "SpaceX",

"emotion": "Humor",

"strategy": "Use irreverent social commentary to demystify space tech.",

"unique\_twist": "Tweets like 'Starships make better side hustles than finance bros.'",

"impact": {

"customer": "Tech fans felt insiders; humor broke the science barrier.",

"reputation": "Seen as daring, modern, tech-cool.",

"business\_results": "Maintained public excitement and engagement between launches."

}

},

{

"brand": "JetBlue",

"emotion": "Humor",

"strategy": "Infuse travel service with quirky, cheerful humor to ease stress.",

"unique\_twist": "In-flight messages like 'You deserve this cookie. No judgment.'",

"impact": {

"customer": "Unexpected giggles improved travel experience and loyalty.",

"reputation": "Seen as playful, customer-friendly airline.",

"business\_results": "Increased brand affinity and repeat business."

}

},

{

"brand": "Glossier",

"emotion": "Humor",

"strategy": "Use casual, internet-native wit in beauty branding.",

"unique\_twist": "Packaging lines like 'Skin first, makeup second' with hashtag humor.",

"impact": {

"customer": "Instagram-savvy fans felt aligned with tone.",

"reputation": "Known as chic, self-aware beauty brand.",

"business\_results": "Strong DTC momentum and brand advocacy."

}

},

{

"brand": "SheaMoisture",

"emotion": "Humor",

"strategy": "Blend authenticity and gentle humor in personal care narratives.",

"unique\_twist": "Copy like 'Hair so soft, it’s practically misleading.'",

"impact": {

"customer": "Appreciated honesty with lighthearted tone.",

"reputation": "Seen as nurturing and refreshingly real.",

"business\_results": "Built strong loyalty in core communities."

}

},

{

"brand": "Subway",

"emotion": "Humor",

"strategy": "Use friendly, sometimes whimsical humor in healthy-eating context.",

"unique\_twist": "Ads joking about 'Build your sub like you build your mood today.'",

"impact": {

"customer": "Light humor made fast-casual feel more approachable.",

"reputation": "Seen as accessible with personality.",

"business\_results": "Helped soften image and drive order recall."

}

},

{

"brand": "Clorox",

"emotion": "Humor",

"strategy": "Use playful wordplay to make cleaning less dull.",

"unique\_twist": "Taglines like 'Cleaning so good, you’ll consider doing it twice.'",

"impact": {

"customer": "Made product messaging feel less chore-like.",

"reputation": "Perceived as practical with personality.",

"business\_results": "Supported engagement and category presence."

}

},

{

"brand": "PRIME Hydration",

"emotion": "Humor",

"strategy": "Use meme culture and extreme confidence for product hype.",

"unique\_twist": "Social lines like 'Cobra Kai, but for thirst.'",

"impact": {

"customer": "Memes drove fandom and refill loyalty.",

"reputation": "Seen as irreverent, youth-focused sports drink.",

"business\_results": "Explosive DTC and social-fueled uptake."

}

},

{

"brand": "Revolut",

"emotion": "Humor",

"strategy": "Use dasht of irony in finance marketing to feel modern.",

"unique\_twist": "Copy like 'Your bank’s update speed? LOL.' paired with slick mock visuals.",

"impact": {

"customer": "Appreciated finance industry break from stuffiness.",

"reputation": "Digital-first, playful fintech brand.",

"business\_results": "Helped onboard digitally-native user base."

}

},

{

"brand": "Air Canada",

"emotion": "Humor",

"strategy": "Use warm, gentle humor to humanize airline experiences.",

"unique\_twist": "Postcards-style ads with cheeky lines like 'Sorry, this is our face after turbulence.'",

"impact": {

"customer": "Subtle humor improved emotional brand connection.",

"reputation": "Seen as caring yet modern.",

"business\_results": "Boosted brand sentiment among travelers."

}

},

{

"brand": "Domino’s",

"emotion": "Humor",

"strategy": "Use self-aware humor about delivery expectations.",

"unique\_twist": "Ads like 'Late? We won’t lie—your pizza’s probably cold.'",

"impact": {

"customer": "Honest humor earned trust; it’s okay to laugh at flaws.",

"reputation": "Seen as forthright and funny.",

"business\_results": "Helped rebuild trust and relevance post-crisis."

}

}

]

[

{

"brand": "Slim Jim",

"emotion": "Humor",

"strategy": "Used wild, comedic energy in 'Snap Into a Slim Jim' commercials to engage young audiences.",

"unique\_twist": "Over-the-top wrestler-style characters and chaotic humor in everyday scenarios.",

"impact": {

"customer": "Made the snack brand a fun, rebellious choice for teens.",

"reputation": "Positioned Slim Jim as loud, wacky, and unforgettable.",

"business\_results": "Sales spiked in the 1990s and brand awareness became nearly universal."

}

},

{

"brand": "Orbit Gum",

"emotion": "Humor",

"strategy": "Played with quirky humor in the 'Dirty Mouth? Clean it up!' campaign.",

"unique\_twist": "Actors said outrageous things but were bleeped out in silly, cheeky ways while smiling with bright teeth.",

"impact": {

"customer": "Customers remembered the absurd humor and tied gum to cleanliness and fun.",

"reputation": "Orbit became known as cheeky, playful, and distinctive in the gum category.",

"business\_results": "Improved sales growth and cultural recognition during peak campaign years."

}

},

{

"brand": "AXE (Lynx in UK)",

"emotion": "Humor",

"strategy": "Ads used playful exaggerations to link body spray with attractiveness.",

"unique\_twist": "Comedic over-the-top chases of women after men applied Axe spray.",

"impact": {

"customer": "Created laughs and established memorable associations with teenage confidence.",

"reputation": "Viewed as edgy, bold, and funny in appealing to young men.",

"business\_results": "Became one of the fastest-growing male grooming brands worldwide."

}

},

{

"brand": "Dollar Shave Club",

"emotion": "Humor",

"strategy": "Introduced the brand with a viral, sarcastic launch video mocking traditional razor companies.",

"unique\_twist": "Founder Michael Dubin delivered deadpan jokes while walking through absurd set pieces.",

"impact": {

"customer": "Connected with young men tired of overpriced razors.",

"reputation": "Seen as a funny, disruptive underdog in shaving.",

"business\_results": "Video gained millions of views and helped company grow to a billion-dollar acquisition."

}

},

{

"brand": "Wendy’s",

"emotion": "Humor",

"strategy": "Social media humor and savage roasts of competitors on Twitter.",

"unique\_twist": "Witty clapbacks and meme-driven banter with fans and rival brands.",

"impact": {

"customer": "Created high engagement and loyalty among younger, internet-savvy audiences.",

"reputation": "Wendy’s became the fast food chain with the funniest online personality.",

"business\_results": "Sales and brand mentions surged thanks to viral tweets."

}

},

{

"brand": "Dr Pepper",

"emotion": "Humor",

"strategy": "Quirky campaigns using offbeat, self-aware comedy.",

"unique\_twist": "Characters like 'Lil’ Sweet' parodying rock stars in exaggerated, funny ways.",

"impact": {

"customer": "Fans laughed at the silliness and shared ads widely online.",

"reputation": "Reinforced Dr Pepper’s identity as quirky and original.",

"business\_results": "Strengthened loyalty in a crowded soda market."

}

},

{

"brand": "DirectTV",

"emotion": "Humor",

"strategy": "Ran humorous exaggeration ads comparing cable problems to ridiculous life spirals.",

"unique\_twist": "The 'Get rid of cable' series escalated tiny inconveniences into absurd disasters.",

"impact": {

"customer": "Viewers laughed and related to frustrations with cable.",

"reputation": "DirectTV came across as witty and relatable.",

"business\_results": "Boosted subscriptions by standing out in a dry category."

}

},

{

"brand": "FedEx",

"emotion": "Humor",

"strategy": "Used humorous storytelling in commercials to highlight speed and reliability.",

"unique\_twist": "Memorable Super Bowl ads like the caveman who couldn’t deliver a package without FedEx.",

"impact": {

"customer": "Customers enjoyed the lighthearted brand voice.",

"reputation": "Seen as clever and approachable compared to competitors.",

"business\_results": "Maintained high brand recall and strong industry presence."

}

},

{

"brand": "Poo-Pourri",

"emotion": "Humor",

"strategy": "Used shock comedy with a posh British woman talking openly about bathroom habits.",

"unique\_twist": "Juxtaposed classy visuals with blunt bathroom humor.",

"impact": {

"customer": "Broke taboos with laughter, making customers less embarrassed to buy.",

"reputation": "Known as bold, hilarious, and refreshingly honest.",

"business\_results": "Explosive viral success led to massive sales growth."

}

},

{

"brand": "Liquid Death",

"emotion": "Humor",

"strategy": "Marketed canned water with dark, ironic humor styled like heavy metal branding.",

"unique\_twist": "Funny violent slogans like 'Murder Your Thirst' and over-the-top punk ads.",

"impact": {

"customer": "Connected with millennials and Gen Z who love edgy humor.",

"reputation": "Stood out as the most rebellious water brand ever.",

"business\_results": "Achieved massive viral buzz and retail expansion in record time."

}

}

]

[

{

"brand": "Oatly",

"emotion": "Humor",

"strategy": "Leaned on self-deprecating humor in ads to poke fun at both itself and traditional milk.",

"unique\_twist": "Campaign lines like 'It’s like milk, but made for humans' and awkward singing CEO commercials.",

"impact": {

"customer": "Customers laughed at the quirky irreverence and remembered Oatly easily.",

"reputation": "Oatly built a reputation for being funny, bold, and different in plant-based dairy.",

"business\_results": "Massive global growth and cult-like consumer following."

}

},

{

"brand": "Just Eat (UK)",

"emotion": "Humor",

"strategy": "Used playful comedy and celebrity humor in ordering food online.",

"unique\_twist": "Comedic jingles with Snoop Dogg rapping exaggerated food delivery praises.",

"impact": {

"customer": "Entertained customers and made ordering food seem fun.",

"reputation": "Positioned itself as the quirky, lighthearted delivery brand.",

"business\_results": "Saw sharp spikes in orders and stronger brand recall."

}

},

{

"brand": "MoonPie",

"emotion": "Humor",

"strategy": "Adopted sarcastic, surreal humor on Twitter.",

"unique\_twist": "Snarky replies to fans and absurd one-liners about marshmallow snacks.",

"impact": {

"customer": "Young audiences adored the witty brand voice.",

"reputation": "Gained cult status as the funniest snack brand online.",

"business\_results": "Social engagement surged, helping revive a legacy product."

}

},

{

"brand": "Duolingo",

"emotion": "Humor",

"strategy": "Built its TikTok and social content around funny, chaotic mascot antics.",

"unique\_twist": "Green owl mascot jokingly ‘threatens’ users if they skip language lessons.",

"impact": {

"customer": "Users engaged with the humor and felt entertained by reminders.",

"reputation": "Became the funniest and most relatable learning app.",

"business\_results": "Downloads and daily active users skyrocketed thanks to viral memes."

}

},

{

"brand": "Shreddies",

"emotion": "Humor",

"strategy": "Launched 'Diamond Shreddies' joke campaign to rebrand a classic cereal.",

"unique\_twist": "Took square cereal pieces and rotated them 45 degrees as a ‘new product.’",

"impact": {

"customer": "Consumers laughed at the tongue-in-cheek product stunt.",

"reputation": "Seen as clever, witty, and not taking itself too seriously.",

"business\_results": "Sales jumped as the joke campaign went viral."

}

},

{

"brand": "Ryanair",

"emotion": "Humor",

"strategy": "Turned brutally honest humor into a social media brand voice.",

"unique\_twist": "Posts mocking themselves for poor service while poking fun at customers.",

"impact": {

"customer": "Fans embraced the irony and started engaging more.",

"reputation": "Built a ‘so bad it’s funny’ online persona.",

"business\_results": "Increased bookings and boosted viral reach with zero ad spend."

}

},

{

"brand": "Innocent Drinks",

"emotion": "Humor",

"strategy": "Used whimsical, cheeky humor across packaging and ads.",

"unique\_twist": "Labels contained silly side jokes, playful copy, and quirky cartoons.",

"impact": {

"customer": "Customers loved reading packaging as much as drinking smoothies.",

"reputation": "Viewed as a warm, funny, human-centered beverage brand.",

"business\_results": "Built strong loyalty and premium brand positioning."

}

},

{

"brand": "Old Spice",

"emotion": "Humor",

"strategy": "Created surreal, over-the-top comedy in 'The Man Your Man Could Smell Like' ads.",

"unique\_twist": "Fast-paced humor with absurd scene changes and witty one-liners.",

"impact": {

"customer": "Younger audiences rediscovered the brand through viral laughs.",

"reputation": "Shifted Old Spice from outdated to culturally relevant.",

"business\_results": "Sales doubled and brand became a global meme."

}

},

{

"brand": "Big Red (Soft Drink)",

"emotion": "Humor",

"strategy": "Ran quirky Southern U.S. ads exaggerating devotion to the soda.",

"unique\_twist": "Humorous skits of people choosing Big Red in absurdly dramatic ways.",

"impact": {

"customer": "Made the regional soda memorable through silly humor.",

"reputation": "Became a fun, cult beverage brand in its markets.",

"business\_results": "Improved brand visibility and local loyalty."

}

},

{

"brand": "Auntie Anne’s",

"emotion": "Humor",

"strategy": "Leveraged cheeky humor in social posts about pretzels.",

"unique\_twist": "Jokes comparing pretzel twists to life’s awkward moments.",

"impact": {

"customer": "Fans engaged with the brand’s playful personality.",

"reputation": "Seen as a lighthearted, relatable snack company.",

"business\_results": "Helped drive digital engagement and in-store visits."

}

},

{

"brand": "Taco John’s",

"emotion": "Humor",

"strategy": "Used humor to brand 'Taco Tuesday' as their own concept.",

"unique\_twist": "Funny commercials about how everyone suddenly loves Tuesdays.",

"impact": {

"customer": "Fans associated humor with affordable taco meals.",

"reputation": "Built a quirky, fun image against bigger competitors.",

"business\_results": "Helped establish 'Taco Tuesday' in mainstream culture."

}

},

{

"brand": "Liquid-Plumr",

"emotion": "Humor",

"strategy": "Created tongue-in-cheek commercials full of innuendo about drain cleaning.",

"unique\_twist": "Ads styled like over-the-top romance scenes but about plumbing.",

"impact": {

"customer": "Viewers laughed at the overdramatic approach.",

"reputation": "Known for turning a boring category into something funny.",

"business\_results": "Boosted recall in an unglamorous product space."

}

},

{

"brand": "Meow Mix",

"emotion": "Humor",

"strategy": "Used the silly 'Meow Meow Meow' singing cat jingle with playful ads.",

"unique\_twist": "Cats humorously ‘performing’ the song as if they were stars.",

"impact": {

"customer": "Pet owners found it adorable and funny.",

"reputation": "Associated with joy, silliness, and nostalgia.",

"business\_results": "Built one of the most recognizable jingles in pet food."

}

},

{

"brand": "Little Caesars",

"emotion": "Humor",

"strategy": "Played up absurd scenarios around low-cost pizza.",

"unique\_twist": "Ads showing people hilariously overreacting to pizza deals.",

"impact": {

"customer": "Customers laughed at exaggerated delivery.",

"reputation": "Perceived as funny, value-driven, and not serious.",

"business\_results": "Improved sales and stronger recall in a crowded market."

}

},

{

"brand": "Paddy Power",

"emotion": "Humor",

"strategy": "Ran controversial, tongue-in-cheek gambling ads.",

"unique\_twist": "Made irreverent jokes about sports culture and odds.",

"impact": {

"customer": "Appealed to fans with cheeky banter.",

"reputation": "Viewed as edgy, humorous, and risk-taking.",

"business\_results": "Achieved massive social buzz and customer growth."

}

},

{

"brand": "Geico",

"emotion": "Humor",

"strategy": "Flooded airwaves with offbeat comedic ads for car insurance.",

"unique\_twist": "Introduced funny mascots like the Gecko and Cavemen.",

"impact": {

"customer": "Viewers laughed at the surreal humor and remembered the brand.",

"reputation": "Known as the funniest insurer in advertising.",

"business\_results": "Became one of the most recognized insurance brands in the U.S."

}

},

{

"brand": "Kayak",

"emotion": "Humor",

"strategy": "Used quirky scenarios to illustrate travel booking ease.",

"unique\_twist": "Exaggerated jokes about clueless travelers in absurd situations.",

"impact": {

"customer": "Made booking tools feel more approachable and fun.",

"reputation": "Seen as playful and useful, not boring like rivals.",

"business\_results": "Strengthened competitive positioning in online travel."

}

},

{

"brand": "Smartfood Popcorn",

"emotion": "Humor",

"strategy": "Leaned into playful indulgence with exaggerated cravings.",

"unique\_twist": "Ads showed people hilariously sneaking Smartfood in odd places.",

"impact": {

"customer": "Built fun, snackable identity through laughs.",

"reputation": "Viewed as quirky and irresistible.",

"business\_results": "Improved brand affinity and trial rates."

}

},

{

"brand": "Zoopla (UK)",

"emotion": "Humor",

"strategy": "Used light comedy to show house hunting struggles.",

"unique\_twist": "Funny exaggerations about difficult neighbors and moving stress.",

"impact": {

"customer": "Homebuyers related and laughed at real estate chaos.",

"reputation": "Seen as approachable compared to serious competitors.",

"business\_results": "Helped Zoopla grow as a trusted real estate platform."

}

},

{

"brand": "KFC UK",

"emotion": "Humor",

"strategy": "Responded to a chicken shortage crisis with cheeky humor.",

"unique\_twist": "Rearranged logo to spell 'FCK' on empty buckets in apology ads.",

"impact": {

"customer": "Fans loved the bold, funny crisis response.",

"reputation": "Strengthened as witty, human, and transparent.",

"business\_results": "Rebuilt trust quickly and regained sales."

}

},

{

"brand": "BurgerFuel (NZ)",

"emotion": "Humor",

"strategy": "Employed irreverent humor and edgy branding in burger ads.",

"unique\_twist": "Funny burger names and playful anti-establishment messaging.",

"impact": {

"customer": "Fans embraced the rebellious comedy.",

"reputation": "Seen as cheeky and different from mainstream fast food.",

"business\_results": "Drove cult status growth in its niche market."

}

},

{

"brand": "Pret A Manger",

"emotion": "Humor",

"strategy": "Used quirky British humor in seasonal ad campaigns.",

"unique\_twist": "Funny jokes written on coffee cups and packaging.",

"impact": {

"customer": "Customers smiled and shared packaging jokes.",

"reputation": "Perceived as witty and personable.",

"business\_results": "Increased brand warmth and repeat visits."

}

},

{

"brand": "JetBlue",

"emotion": "Humor",

"strategy": "Built lighthearted airline campaigns poking fun at travel hassles.",

"unique\_twist": "Funny ads exaggerating passengers’ frustrations.",

"impact": {

"customer": "Viewers related and laughed at travel chaos.",

"reputation": "Seen as approachable and customer-friendly.",

"business\_results": "Helped differentiate JetBlue against legacy carriers."

}

}

]

[

{

"brand": "Dollar General",

"emotion": "Humor",

"strategy": "Created witty ads poking fun at everyday bargain-hunting behaviors.",

"unique\_twist": "Used exaggerated family dynamics where saving a few cents turned into comical bragging rights.",

"impact": {

"customer": "Shoppers related to the humor around frugality.",

"reputation": "Positioned itself as a lighthearted yet smart place to shop.",

"business\_results": "Strengthened loyalty among budget-conscious families."

}

},

{

"brand": "Breyers Ice Cream",

"emotion": "Humor",

"strategy": "Ran playful commercials highlighting people sneaking ice cream late at night.",

"unique\_twist": "Ads humorously showed kids and adults caught in the act of ice cream theft.",

"impact": {

"customer": "Created relatable laughs about indulgence.",

"reputation": "Made Breyers feel fun and family-friendly.",

"business\_results": "Boosted brand recognition in competitive dessert market."

}

},

{

"brand": "Hotels.com",

"emotion": "Humor",

"strategy": "Introduced the fictional Captain Obvious to deliver travel deals with deadpan comedy.",

"unique\_twist": "Played on literal statements like 'a hotel is a place you stay in' while promoting offers.",

"impact": {

"customer": "Audiences enjoyed the sarcasm and absurd literalness.",

"reputation": "Became known for tongue-in-cheek travel marketing.",

"business\_results": "Improved brand awareness against Expedia and Booking.com."

}

},

{

"brand": "Charmin",

"emotion": "Humor",

"strategy": "Ran humorous 'Enjoy the Go' campaigns about bathroom experiences.",

"unique\_twist": "Used animated bears joking about comfort, softness, and awkward toilet humor.",

"impact": {

"customer": "Normalised a taboo topic with laughs.",

"reputation": "Became one of the funniest brands in personal care.",

"business\_results": "Kept Charmin as the top-selling toilet paper in the U.S."

}

},

{

"brand": "Fruit of the Loom",

"emotion": "Humor",

"strategy": "Featured men dressed as fruit delivering awkwardly funny messages about underwear.",

"unique\_twist": "Used absurd costumes to make underwear ads memorable.",

"impact": {

"customer": "Audiences remembered the weird humor tied to the brand.",

"reputation": "Made an everyday product stand out with laughs.",

"business\_results": "Boosted awareness and brand personality."

}

},

{

"brand": "Cracker Jack",

"emotion": "Humor",

"strategy": "Used lighthearted nostalgia mixed with playful jokes in snack ads.",

"unique\_twist": "Commercials poked fun at grown-ups acting like kids when eating Cracker Jack.",

"impact": {

"customer": "Fans enjoyed the silly throwback tone.",

"reputation": "Associated with fun and timeless snacking joy.",

"business\_results": "Kept brand relevant despite being over 100 years old."

}

},

{

"brand": "Orbit Gum",

"emotion": "Humor",

"strategy": "Created quirky British-accented spokeswoman saying 'Dirty mouth? Clean it up!'",

"unique\_twist": "Paired absurdly dirty situations with comedic freshness solutions.",

"impact": {

"customer": "Fans loved the witty one-liners and campy delivery.",

"reputation": "Orbit became known for cheeky, memorable humor.",

"business\_results": "Increased gum sales and brand recall."

}

},

{

"brand": "Groupon",

"emotion": "Humor",

"strategy": "Ran tongue-in-cheek ads about ridiculous discounts.",

"unique\_twist": "Showcased over-the-top enthusiasm for mundane deals, exaggerating their importance.",

"impact": {

"customer": "Shoppers found the silly tone endearing.",

"reputation": "Reinforced Groupon’s playful identity.",

"business\_results": "Drove higher engagement with daily deals."

}

},

{

"brand": "AXE Body Spray",

"emotion": "Humor",

"strategy": "Created overblown comedy around attraction and seduction.",

"unique\_twist": "Exaggerated scenarios where men using AXE were chased by swarms of admirers.",

"impact": {

"customer": "Teen boys found the ads hilarious and aspirational.",

"reputation": "Defined AXE as edgy, funny, and provocative.",

"business\_results": "Became the market leader in male body spray globally."

}

},

{

"brand": "7-Eleven",

"emotion": "Humor",

"strategy": "Used quirky commercials about its iconic Slurpee.",

"unique\_twist": "Played with ridiculous scenarios where people went to extremes for frozen drinks.",

"impact": {

"customer": "Fans loved the over-the-top humor around small indulgences.",

"reputation": "Strengthened identity as a fun, youthful convenience store.",

"business\_results": "Boosted Slurpee sales and brand engagement."

}

},

{

"brand": "Duracell",

"emotion": "Humor",

"strategy": "Produced funny commercials showing chaos when batteries die at the wrong time.",

"unique\_twist": "Used exaggerated emergencies turning silly without Duracell.",

"impact": {

"customer": "Made reliability memorable through comedy.",

"reputation": "Viewed as dependable yet lighthearted.",

"business\_results": "Increased sales and brand trust."

}

},

{

"brand": "Hellmann’s",

"emotion": "Humor",

"strategy": "Ran funny ads highlighting mayonnaise as the 'hero' ingredient.",

"unique\_twist": "Presented dull sandwiches turning epic with Hellmann’s.",

"impact": {

"customer": "Customers enjoyed the playful exaggeration.",

"reputation": "Made a pantry staple feel entertaining.",

"business\_results": "Boosted usage occasions and household penetration."

}

},

{

"brand": "Bounty",

"emotion": "Humor",

"strategy": "Used 'quicker picker-upper' slogan with exaggerated spills.",

"unique\_twist": "Created comically impossible messes cleaned instantly.",

"impact": {

"customer": "Parents related to the absurd but funny messes.",

"reputation": "Known as practical but playful.",

"business\_results": "Stayed a leading paper towel brand."

}

},

{

"brand": "Kellogg’s Pop-Tarts",

"emotion": "Humor",

"strategy": "Created cartoonish ads with talking Pop-Tarts characters.",

"unique\_twist": "Characters often joked about being eaten in absurd ways.",

"impact": {

"customer": "Kids and teens enjoyed the dark yet silly humor.",

"reputation": "Became iconic for quirky breakfast fun.",

"business\_results": "Strengthened dominance in toaster pastry market."

}

},

{

"brand": "Trident Gum",

"emotion": "Humor",

"strategy": "Created comical situations where fresh breath saved the day.",

"unique\_twist": "Ads exaggerated romance, job interviews, and awkward encounters turned funny.",

"impact": {

"customer": "Consumers enjoyed the everyday humor.",

"reputation": "Associated with freshness and laughter.",

"business\_results": "Boosted brand relevance with younger audiences."

}

},

{

"brand": "Wheaties",

"emotion": "Humor",

"strategy": "Ran funny twists on 'Breakfast of Champions' slogan.",

"unique\_twist": "Showed unlikely 'champions' like couch potatoes in silly scenarios.",

"impact": {

"customer": "Fans enjoyed the self-aware jokes.",

"reputation": "Kept brand top of mind with humor.",

"business\_results": "Maintained legacy in cereal category."

}

},

{

"brand": "Slim Jim",

"emotion": "Humor",

"strategy": "Used wild, absurd humor in 'Snap Into a Slim Jim' ads.",

"unique\_twist": "Over-the-top characters and extreme situations tied to meat snacks.",

"impact": {

"customer": "Teens loved the irreverent silliness.",

"reputation": "Known as outrageous and funny.",

"business\_results": "Helped Slim Jim dominate meat snack category."

}

},

{

"brand": "Michelob Ultra",

"emotion": "Humor",

"strategy": "Ran self-deprecating ads about being a 'lighter' beer.",

"unique\_twist": "Poked fun at calorie counting with comedic exaggeration.",

"impact": {

"customer": "Connected with health-conscious drinkers who enjoyed a laugh.",

"reputation": "Seen as approachable and witty.",

"business\_results": "Expanded market share in light beer segment."

}

},

{

"brand": "Hershey’s Syrup",

"emotion": "Humor",

"strategy": "Featured playful ads about over-the-top chocolate cravings.",

"unique\_twist": "Kids and parents humorously fought over the last drops of syrup.",

"impact": {

"customer": "Made indulgence lighthearted and fun.",

"reputation": "Reinforced Hershey’s as joyful and family-friendly.",

"business\_results": "Increased sales of syrup as a multi-use product."

}

},

{

"brand": "Little Caesars",

"emotion": "Humor",

"strategy": "Created ridiculous ads around 'Hot-N-Ready' pizzas.",

"unique\_twist": "Absurd comedy like people fainting from low prices.",

"impact": {

"customer": "Audiences laughed at the goofy exaggerations.",

"reputation": "Became known for zany humor in fast food.",

"business\_results": "Helped fuel nationwide growth."

}

},

{

"brand": "Nestlé Toll House",

"emotion": "Humor",

"strategy": "Ran playful ads about sneaking cookie dough.",

"unique\_twist": "Characters humorously hid dough from family members.",

"impact": {

"customer": "Fans related to the guilty-pleasure humor.",

"reputation": "Seen as warm, fun, and indulgent.",

"business\_results": "Increased household penetration for baking products."

}

},

{

"brand": "Bush’s Baked Beans",

"emotion": "Humor",

"strategy": "Featured the talking dog Duke threatening to reveal the family recipe.",

"unique\_twist": "Comedic banter between owner and dog kept audiences entertained.",

"impact": {

"customer": "Customers loved the family-friendly humor.",

"reputation": "Known for wholesome, funny storytelling.",

"business\_results": "Strengthened market leadership in baked beans."

}

},

{

"brand": "Campbell’s Soup",

"emotion": "Humor",

"strategy": "Created quirky ads showing soup as the unexpected solution.",

"unique\_twist": "Used exaggerated scenarios where soup solved funny everyday issues.",

"impact": {

"customer": "Fans enjoyed the light, family-oriented humor.",

"reputation": "Maintained image as comforting yet playful.",

"business\_results": "Boosted household consumption frequency."

}

},

{

"brand": "Jimmy John’s",

"emotion": "Humor",

"strategy": "Created quirky ads highlighting freaky fast delivery.",

"unique\_twist": "Exaggerated stories of sandwiches arriving impossibly quick.",

"impact": {

"customer": "Audiences loved the goofy exaggeration of speed.",

"reputation": "Built quirky reputation in sandwich wars.",

"business\_results": "Increased delivery market share."

}

}

]

[

{

"brand": "Monster Energy",

"emotion": "Humor",

"strategy": "Used over-the-top energy and absurd scenarios to market high-energy lifestyles.",

"unique\_twist": "Commercials showed people performing comically impossible stunts after drinking Monster.",

"impact": {

"customer": "Fans laughed at the exaggerations and felt energized.",

"reputation": "Positioned as edgy, funny, and extreme.",

"business\_results": "Expanded youth market share in the energy drink category."

}

},

{

"brand": "Febreze",

"emotion": "Humor",

"strategy": "Created playful ads about eliminating bad odors.",

"unique\_twist": "Showed families embarrassed by exaggerated stink scenarios that only Febreze could solve.",

"impact": {

"customer": "Audiences enjoyed the lighthearted approach to everyday problems.",

"reputation": "Associated with freshness and humor.",

"business\_results": "Boosted sales and market penetration."

}

},

{

"brand": "KFC (UK)",

"emotion": "Humor",

"strategy": "Turned a PR crisis into a funny campaign after running out of chicken.",

"unique\_twist": "Rearranged logo letters to spell 'FCK' on empty chicken buckets.",

"impact": {

"customer": "Customers appreciated the honesty and wit.",

"reputation": "Seen as self-aware and human.",

"business\_results": "Recovered reputation quickly and drove positive PR."

}

},

{

"brand": "Laffy Taffy",

"emotion": "Humor",

"strategy": "Featured candy wrappers with corny jokes submitted by fans.",

"unique\_twist": "Turned the packaging itself into a humor platform.",

"impact": {

"customer": "Customers enjoyed sharing the jokes with friends.",

"reputation": "Known as the candy brand with laughs built-in.",

"business\_results": "Drove repeat purchases for the novelty value."

}

},

{

"brand": "Pringles",

"emotion": "Humor",

"strategy": "Created playful ads around stacking chip flavors.",

"unique\_twist": "Used absurd flavor combinations in funny scenarios.",

"impact": {

"customer": "Fans related to the silly experimentation.",

"reputation": "Seen as quirky and inventive.",

"business\_results": "Boosted engagement through social media challenges."

}

},

{

"brand": "Cheetos",

"emotion": "Humor",

"strategy": "Played up mischievous behavior with Cheetos dust-covered fingers.",

"unique\_twist": "Used Chester Cheetah encouraging playful pranks.",

"impact": {

"customer": "Fans loved the mischievous comedy.",

"reputation": "Viewed as fun and rebellious.",

"business\_results": "Strengthened dominance in snack chips."

}

},

{

"brand": "Benadryl",

"emotion": "Humor",

"strategy": "Created lighthearted social media posts about allergy struggles.",

"unique\_twist": "Shared funny memes about sneezing and pollen seasons.",

"impact": {

"customer": "Customers related to the everyday humor.",

"reputation": "Made a medical brand feel more approachable.",

"business\_results": "Increased online engagement and brand relevance."

}

},

{

"brand": "Pepto-Bismol",

"emotion": "Humor",

"strategy": "Used catchy, funny jingles to describe stomach symptoms.",

"unique\_twist": "Overacted scenarios where people exaggerated digestive issues.",

"impact": {

"customer": "Audiences laughed while remembering the jingle.",

"reputation": "Became synonymous with humorous self-care.",

"business\_results": "Maintained top-of-mind awareness in digestive relief."

}

},

{

"brand": "Jack Link’s",

"emotion": "Humor",

"strategy": "Ran the 'Messin’ with Sasquatch' prank campaign.",

"unique\_twist": "Practical jokes played on Bigfoot led to hilarious payback.",

"impact": {

"customer": "Fans enjoyed the slapstick comedy.",

"reputation": "Seen as irreverent and fun-loving.",

"business\_results": "Boosted jerky sales and brand recognition."

}

},

{

"brand": "Hot Pockets",

"emotion": "Humor",

"strategy": "Used awkwardly funny ads about the convenience of microwavable meals.",

"unique\_twist": "Featured comedians joking about 'burn-your-mouth hot' experiences.",

"impact": {

"customer": "Customers related to the shared joke.",

"reputation": "Associated with goofy food humor.",

"business\_results": "Helped maintain relevance with younger audiences."

}

},

{

"brand": "Spam",

"emotion": "Humor",

"strategy": "Turned its reputation into comedy gold with quirky ads.",

"unique\_twist": "Played on jokes about Spam’s mystery-meat image.",

"impact": {

"customer": "Fans appreciated the brand’s self-deprecating humor.",

"reputation": "Made Spam seem nostalgic and fun.",

"business\_results": "Revived popularity in new markets."

}

},

{

"brand": "Corn Nuts",

"emotion": "Humor",

"strategy": "Ran edgy, absurdly funny radio ads targeting teens.",

"unique\_twist": "Used surreal humor that bordered on bizarre.",

"impact": {

"customer": "Teen audiences enjoyed the rebellious humor.",

"reputation": "Viewed as bold and out-of-the-box.",

"business\_results": "Increased cultural relevance among young snackers."

}

},

{

"brand": "White Castle",

"emotion": "Humor",

"strategy": "Created funny late-night ads targeting college students.",

"unique\_twist": "Highlighted cravings in ridiculous situations.",

"impact": {

"customer": "Late-night audiences loved the relatability.",

"reputation": "Built cult status through comedy.",

"business\_results": "Expanded loyalty among younger demographics."

}

},

{

"brand": "Planters",

"emotion": "Humor",

"strategy": "Used Mr. Peanut in tongue-in-cheek commercials.",

"unique\_twist": "Mixed sophistication with silly punchlines.",

"impact": {

"customer": "Fans appreciated the blend of classy and funny.",

"reputation": "Maintained relevance with a quirky mascot.",

"business\_results": "Boosted sales during holiday seasons."

}

},

{

"brand": "Auntie Anne’s",

"emotion": "Humor",

"strategy": "Played on cravings with lighthearted puns in ads.",

"unique\_twist": "Used quirky pretzel-related humor across social media.",

"impact": {

"customer": "Fans engaged with pun-heavy posts.",

"reputation": "Seen as playful and family-friendly.",

"business\_results": "Increased mall foot traffic and online mentions."

}

},

{

"brand": "Buffalo Wild Wings",

"emotion": "Humor",

"strategy": "Created funny ads about watching sports with wings.",

"unique\_twist": "Exaggerated situations where fans 'controlled the game' by ordering wings.",

"impact": {

"customer": "Fans laughed and associated wings with sports fun.",

"reputation": "Solidified sports-bar culture identity.",

"business\_results": "Drove sales during big sports events."

}

},

{

"brand": "IHOP",

"emotion": "Humor",

"strategy": "Launched the IHOb prank campaign pretending to change to burgers.",

"unique\_twist": "Created massive buzz by trolling its own brand name.",

"impact": {

"customer": "Fans joined in on the joke with memes.",

"reputation": "Showed IHOP’s playful side.",

"business\_results": "Spiked burger sales and online mentions."

}

},

{

"brand": "Ricola",

"emotion": "Humor",

"strategy": "Used comedic echoes of 'Riiicolaaa!' in commercials.",

"unique\_twist": "Villagers shouting the brand name became a running gag.",

"impact": {

"customer": "Audiences remembered the silly delivery.",

"reputation": "Became iconic in cough drop ads.",

"business\_results": "Maintained strong brand recall worldwide."

}

},

{

"brand": "Swiffer",

"emotion": "Humor",

"strategy": "Created funny family-focused ads about cleaning mishaps.",

"unique\_twist": "Showed exaggerated dirt and playful cleanup scenes.",

"impact": {

"customer": "Customers related to the light comedy in chores.",

"reputation": "Made cleaning feel fun and approachable.",

"business\_results": "Increased product adoption in households."

}

},

{

"brand": "Cold Stone Creamery",

"emotion": "Humor",

"strategy": "Encouraged employees to sing silly songs when customers tipped.",

"unique\_twist": "Turned ice cream shops into mini comedy shows.",

"impact": {

"customer": "Guests enjoyed the entertaining experience.",

"reputation": "Seen as quirky and fun-loving.",

"business\_results": "Improved customer retention and word-of-mouth."

}

},

{

"brand": "Dairy Queen",

"emotion": "Humor",

"strategy": "Produced surreal, quirky commercials about Blizzards.",

"unique\_twist": "Used absurdist humor like giant spoons or flying ice cream cones.",

"impact": {

"customer": "Fans remembered the offbeat comedy.",

"reputation": "Differentiated from other fast-food chains.",

"business\_results": "Boosted Blizzard sales nationwide."

}

},

{

"brand": "Arby’s",

"emotion": "Humor",

"strategy": "Created tongue-in-cheek social media posts about 'having the meats.'",

"unique\_twist": "Used dramatic voiceovers in exaggeratedly funny ways.",

"impact": {

"customer": "Fans enjoyed the meme-like energy.",

"reputation": "Positioned as bold and unapologetic.",

"business\_results": "Increased sandwich sales among younger demographics."

}

},

{

"brand": "Totino’s",

"emotion": "Humor",

"strategy": "Leaned into absurd comedy about pizza rolls.",

"unique\_twist": "Created quirky Super Bowl skits about nonstop snacking.",

"impact": {

"customer": "Audiences laughed at the silliness.",

"reputation": "Became tied to fun party food moments.",

"business\_results": "Boosted sales during sporting events."

}

},

{

"brand": "Skippy",

"emotion": "Humor",

"strategy": "Ran lighthearted ads showing kids making a mess with peanut butter.",

"unique\_twist": "Used exaggerated spills as comedic setups.",

"impact": {

"customer": "Parents related to the chaos with smiles.",

"reputation": "Seen as playful and family-friendly.",

"business\_results": "Maintained strong share in peanut butter sales."

}

}

]

[

{

"brand": "Del Taco",

"emotion": "Humor",

"strategy": "Used quirky ads highlighting its mix of Mexican and American food.",

"unique\_twist": "Characters comically debated tacos vs. burgers as if it were a life-or-death decision.",

"impact": {

"customer": "Fans enjoyed the goofy approach to food choices.",

"reputation": "Positioned as fun and flexible.",

"business\_results": "Helped grow brand awareness in new markets."

}

},

{

"brand": "Taco John’s",

"emotion": "Humor",

"strategy": "Promoted its 'Taco Tuesday' with playful, cheeky advertising.",

"unique\_twist": "Overly dramatic voiceovers treated taco night as a world-changing event.",

"impact": {

"customer": "Audiences smiled and joined in the tradition.",

"reputation": "Associated with fun weekly rituals.",

"business\_results": "Boosted sales spikes every Tuesday."

}

},

{

"brand": "Long John Silver’s",

"emotion": "Humor",

"strategy": "Created ads with tongue-in-cheek pirate humor.",

"unique\_twist": "Exaggerated sea shanties and treasure hunts tied to fish meals.",

"impact": {

"customer": "Fans laughed at the silly pirate theme.",

"reputation": "Seen as lighthearted and family-friendly.",

"business\_results": "Increased attention during seafood promotions."

}

},

{

"brand": "Boston Market",

"emotion": "Humor",

"strategy": "Used sarcastic humor to poke fun at fast-food competitors.",

"unique\_twist": "Ads exaggerated 'what not to do' in dining scenarios.",

"impact": {

"customer": "Audiences enjoyed the playful digs.",

"reputation": "Positioned as the witty comfort-food alternative.",

"business\_results": "Helped boost lunchtime visits."

}

},

{

"brand": "Hardee’s",

"emotion": "Humor",

"strategy": "Launched cheeky ads focusing on oversized burgers.",

"unique\_twist": "Used exaggerated macho comedy about 'man-sized meals.'",

"impact": {

"customer": "Appealed to humor around big appetites.",

"reputation": "Seen as bold and unapologetic.",

"business\_results": "Boosted sales of large burger lines."

}

},

{

"brand": "Jolly Rancher",

"emotion": "Humor",

"strategy": "Created playful ads using animated candies with quirky personalities.",

"unique\_twist": "Candies cracked jokes about their fruity flavors.",

"impact": {

"customer": "Fans loved the witty candy characters.",

"reputation": "Seen as colorful and humorous.",

"business\_results": "Grew share in hard candy sales."

}

},

{

"brand": "Twizzlers",

"emotion": "Humor",

"strategy": "Used playful 'makes mouths happy' slogan with goofy visuals.",

"unique\_twist": "Exaggerated mouth-centric humor in commercials.",

"impact": {

"customer": "Customers smiled at the silliness.",

"reputation": "Associated with lighthearted fun.",

"business\_results": "Drove increased candy aisle attention."

}

},

{

"brand": "Mike’s Hard Lemonade",

"emotion": "Humor",

"strategy": "Used ironic humor to highlight its unexpectedly strong drinks.",

"unique\_twist": "Ads showed tough guys humorously surprised by its taste.",

"impact": {

"customer": "Fans related to the playful twist.",

"reputation": "Seen as witty and ironic.",

"business\_results": "Expanded sales among younger demographics."

}

},

{

"brand": "Red Robin",

"emotion": "Humor",

"strategy": "Used quirky jingles and puns in burger ads.",

"unique\_twist": "Playful comedy tied to endless fries.",

"impact": {

"customer": "Guests enjoyed the light humor.",

"reputation": "Seen as family-friendly and fun.",

"business\_results": "Boosted dine-in loyalty programs."

}

},

{

"brand": "Bojangles",

"emotion": "Humor",

"strategy": "Played up Southern hospitality with a comedic twist.",

"unique\_twist": "Funny ads showed exaggerated love for biscuits.",

"impact": {

"customer": "Customers smiled at the down-home comedy.",

"reputation": "Reinforced brand’s quirky Southern personality.",

"business\_results": "Boosted breakfast category sales."

}

},

{

"brand": "Zaxby’s",

"emotion": "Humor",

"strategy": "Used offbeat humor in chicken commercials.",

"unique\_twist": "Ads paired unexpected celebrities with chicken cravings.",

"impact": {

"customer": "Fans enjoyed the randomness.",

"reputation": "Seen as playful and trendy.",

"business\_results": "Expanded reach through celebrity humor."

}

},

{

"brand": "Shasta",

"emotion": "Humor",

"strategy": "Created quirky soda commercials with retro vibes.",

"unique\_twist": "Exaggerated fun in everyday moments with bright visuals.",

"impact": {

"customer": "Audiences liked the nostalgia and silliness.",

"reputation": "Viewed as colorful and carefree.",

"business\_results": "Helped refresh brand relevance."

}

},

{

"brand": "Barq’s Root Beer",

"emotion": "Humor",

"strategy": "Leaned on 'Barq’s has bite' with humorous situations.",

"unique\_twist": "Ads showed exaggerated kick from the soda.",

"impact": {

"customer": "Fans laughed at the playful exaggeration.",

"reputation": "Seen as bold and quirky.",

"business\_results": "Boosted youth appeal for the root beer segment."

}

},

{

"brand": "Yoplait",

"emotion": "Humor",

"strategy": "Created playful yogurt ads with everyday humor.",

"unique\_twist": "Used quirky voices and comical food scenarios.",

"impact": {

"customer": "Audiences related to the light comedy.",

"reputation": "Made healthy eating approachable.",

"business\_results": "Improved market share in yogurt."

}

},

{

"brand": "Activia",

"emotion": "Humor",

"strategy": "Shifted from serious health ads to lighthearted digestive jokes.",

"unique\_twist": "Poked fun at bloating in a friendly, comedic way.",

"impact": {

"customer": "Customers appreciated the honesty with humor.",

"reputation": "Made a clinical product feel approachable.",

"business\_results": "Improved perception among younger buyers."

}

},

{

"brand": "Lindt",

"emotion": "Humor",

"strategy": "Ran quirky social ads playing with chocolate indulgence.",

"unique\_twist": "Comically exaggerated people refusing to share.",

"impact": {

"customer": "Fans connected with the relatable humor.",

"reputation": "Added playfulness to a premium brand.",

"business\_results": "Increased shareability on social platforms."

}

},

{

"brand": "Godiva",

"emotion": "Humor",

"strategy": "Lightened its luxury image with playful campaigns.",

"unique\_twist": "Comedic ads about hiding chocolates from loved ones.",

"impact": {

"customer": "Customers smiled at the indulgent comedy.",

"reputation": "Made luxury chocolate more relatable.",

"business\_results": "Helped broaden appeal beyond core buyers."

}

},

{

"brand": "Toblerone",

"emotion": "Humor",

"strategy": "Used lighthearted campaigns about its triangular shape.",

"unique\_twist": "Jokes about 'impossible-to-break' bars.",

"impact": {

"customer": "Fans related to the quirky struggles.",

"reputation": "Seen as playful yet premium.",

"business\_results": "Boosted recognition through humor."

}

},

{

"brand": "Heinz Ketchup",

"emotion": "Humor",

"strategy": "Created humorous ads around 'slow pour' ketchup.",

"unique\_twist": "Comically exaggerated waiting times in commercials.",

"impact": {

"customer": "Fans laughed and remembered the delay.",

"reputation": "Turned a flaw into a humorous asset.",

"business\_results": "Boosted ketchup sales and recall."

}

},

{

"brand": "French’s Mustard",

"emotion": "Humor",

"strategy": "Ran funny summer ads about hot dog toppings.",

"unique\_twist": "Exaggerated mustard love in playful scenarios.",

"impact": {

"customer": "Audiences smiled at the silliness.",

"reputation": "Seen as fun and approachable.",

"business\_results": "Increased brand presence at BBQ season."

}

},

{

"brand": "Hidden Valley Ranch",

"emotion": "Humor",

"strategy": "Used comedy to highlight obsession with ranch dressing.",

"unique\_twist": "Over-the-top ads of people putting ranch on everything.",

"impact": {

"customer": "Fans related to the exaggerated love.",

"reputation": "Viewed as quirky and fan-focused.",

"business\_results": "Helped solidify ranch as a cultural favorite."

}

},

{

"brand": "Frank’s RedHot",

"emotion": "Humor",

"strategy": "Used the iconic catchphrase 'I put that on everything' in funny ads.",

"unique\_twist": "Grandma character used the line in absurd scenarios.",

"impact": {

"customer": "Fans quoted the catchphrase endlessly.",

"reputation": "Built cult status through humor.",

"business\_results": "Skyrocketed sales through viral campaigns."

}

},

{

"brand": "Crystal Light",

"emotion": "Humor",

"strategy": "Created playful ads around guilt-free indulgence.",

"unique\_twist": "Used quirky characters celebrating 'light' living.",

"impact": {

"customer": "Fans enjoyed the cheeky positivity.",

"reputation": "Made health products fun.",

"business\_results": "Boosted appeal among young adults."

}

},

{

"brand": "SunnyD",

"emotion": "Humor",

"strategy": "Leaned into 90s nostalgia with funny modern twists.",

"unique\_twist": "Ads poked fun at old-school SunnyD fridge moments.",

"impact": {

"customer": "Fans connected through retro comedy.",

"reputation": "Seen as nostalgic and playful.",

"business\_results": "Helped reintroduce SunnyD to Gen Z."

}

}

]