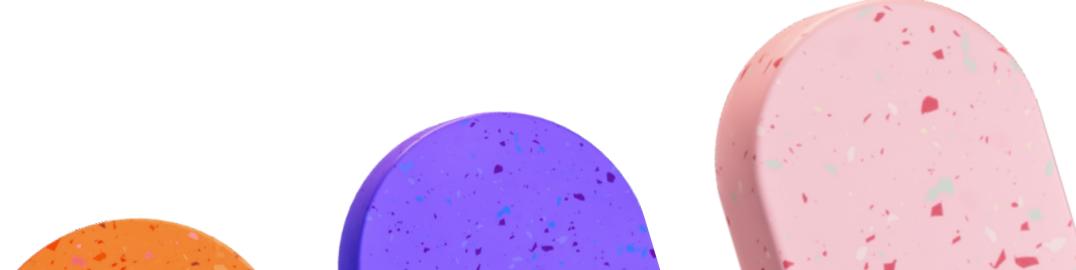


# APRIL FOOL'S DAY BRAND IDEAS GONE WRONG



On April Fool's Day people usually have fun, try to laugh and try to get rid everything that happens every day. Following the age-old practice of having fun, many brands make fun of their audience. With popular brands and new brands coming out in the market, everyone is always on the move in planning advertising campaigns before such an event arrives.

However, in April, tricks and certain situations work for the benefit of the brand and create great value and market visibility. However, in a few bad cases, it can mislead the audience of the brand and can hamper the reputation of the brand.

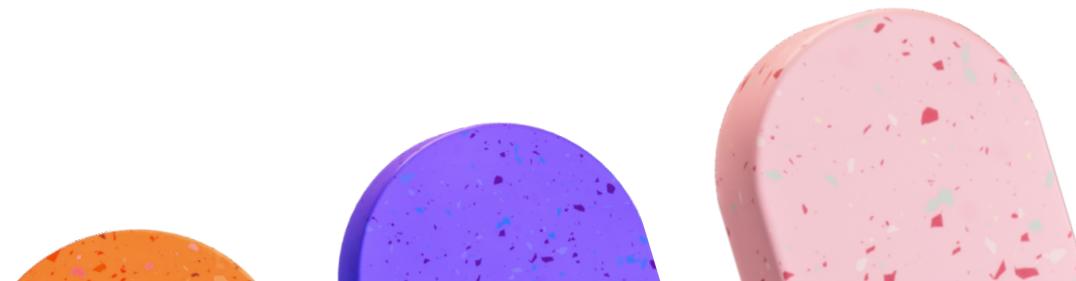


## **Here Are A Few Examples What Type Of Pranks Should Be Avoided By Brands**

### **Mcdonalds Australia**

Although this food became the most frustrating thing for customers waiting for the new burger -Mcpickle, it became a big disappointment when the brand announced it Mcdonald's April Fools's Day prank.

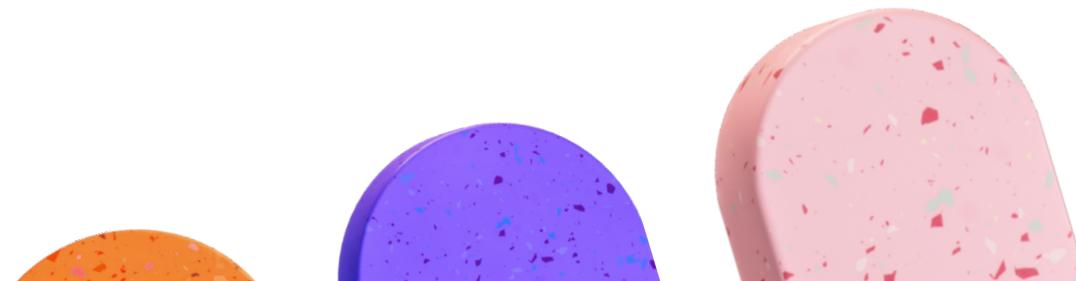
What we learn from this example is that not to give false hope to your customers which can threaten your brand image. Instead, the company can use this opportunity to give people what they love because the customers are interested and enthusiastic about the product.



# Google Mic Drop

Google introduced a new Mic drop feature on April Fool's Day, playing a Minion GIF-themed prank on Gmail. Unfortunately, this comic continued to threaten the brand's image in the public eye.

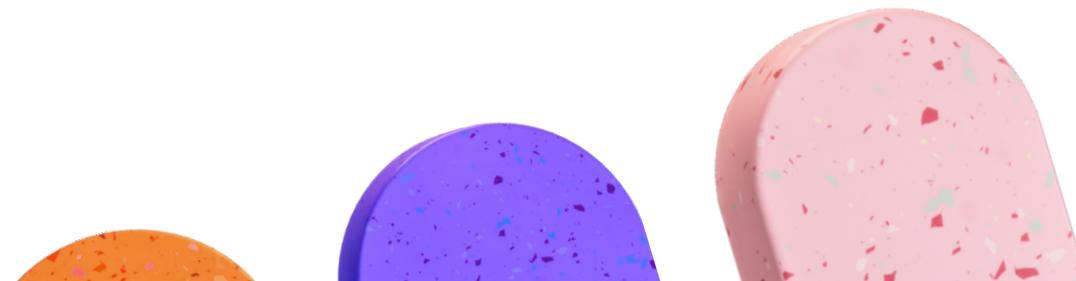
This feature was originally thought of as a fun GIF, adding a mic removal feature to minion-themed GIFs until it became a scary thing when customer. The feature was accidentally caused by even using the send button. The plan was made by accident even with the use of the enter button. This angered people because their jobs were now at risk. Google learnt the lesson of being mindful of the pranks.



# Volkswagen America

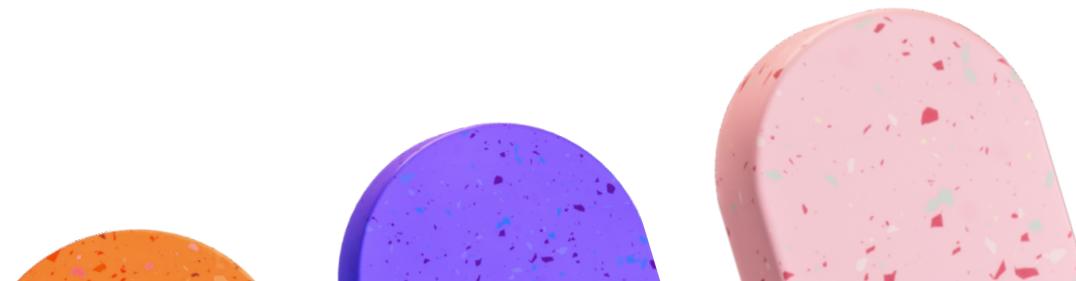
Over the years, Volkswagen has come up with several April Fool's Day ideas. While some are fun and innovative, some ideas turn out to be terrible. There was a lot of controversy for the brand, given its name was changed to "Voltswagen". However, the idea behind it is to show how Volkswagen is getting stronger with electric cars.

It is important to note that the brand's April Fool's joke should not involve the brand itself, which would make it a joke for the company. Later, the famous company admitted that the name change was an April Fool's joke.



# Things To Remember Before Pranking Your Audience In 2023

Brands must keep prank understandable so that it does not threaten your brand. Understanding target audience is essential as it helps to attract potential customers to the brand. Pick current social media trends and plan the prank accordingly. Brands must use smart words to make it attractive and it must align with with brand message. Brands must refrain from using ideas that would make people lose trust in the brand.



At Impulse Digital, a digital marketing agency in Navi Mumbai, we provide our clients with the right support through our services that help grow the brand. We focus on working hard to provide relevant solutions.



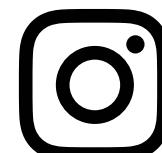
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*Thank you!*

