

AI AI AI. ■ ■ ■
zijn de dagen van humor geteld?

DOOR: PAUL VAN KUILENBURG





Flatness is coming

VLAKKE RECLAME

Zielloze reclame

Adverteerdersmonologen

Opsommingen van doelgroepsegmenten

of producteigenschappen

Snelle beeldwisselingen

Geen storyline

Woorden in beeld





DE OCHTEND MENS

DE BOEKEN WURM

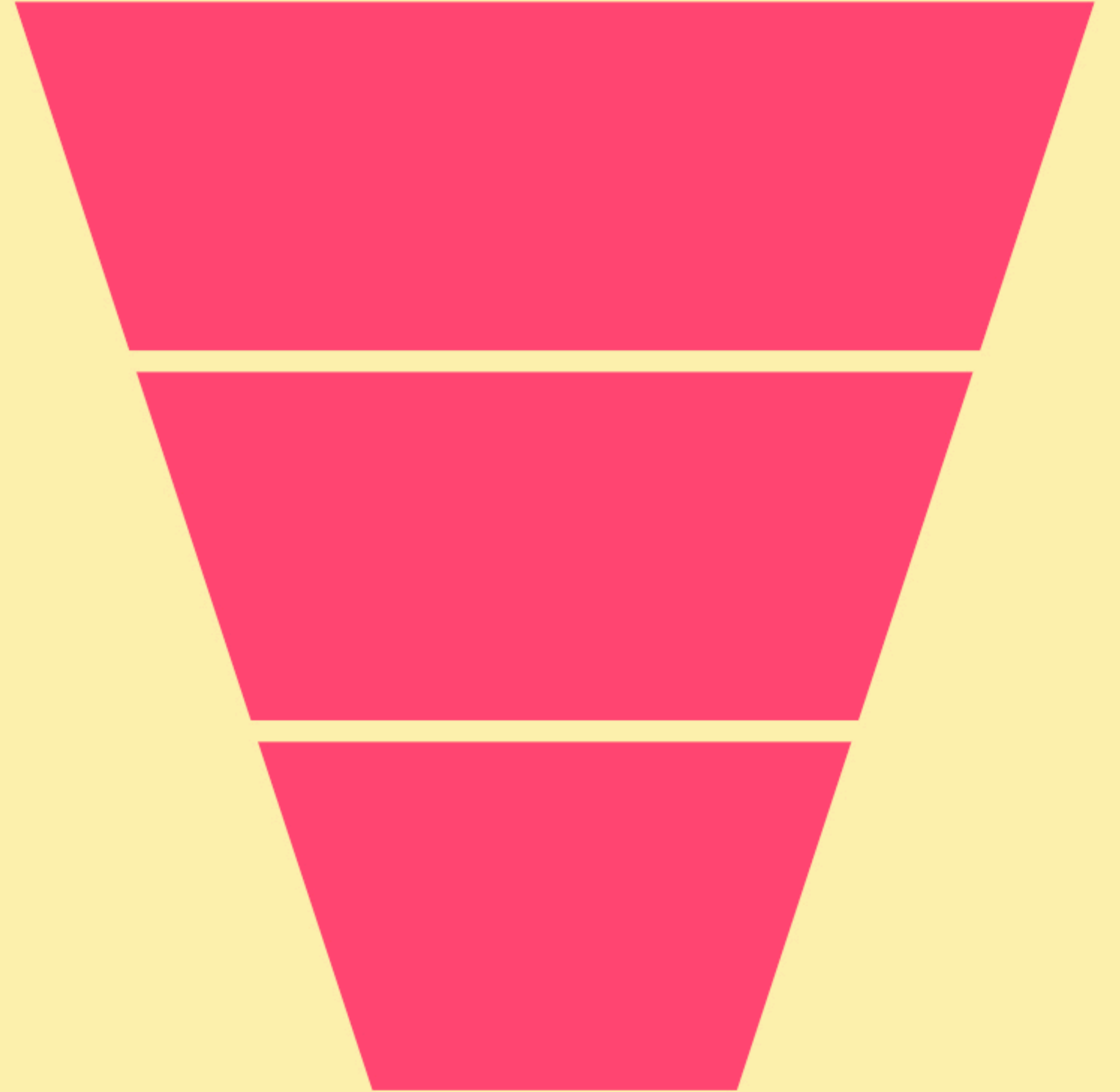
SAMSUNG
Buitenkijkers

SAMSUNG
Mobile champions

de pakketbezorgers

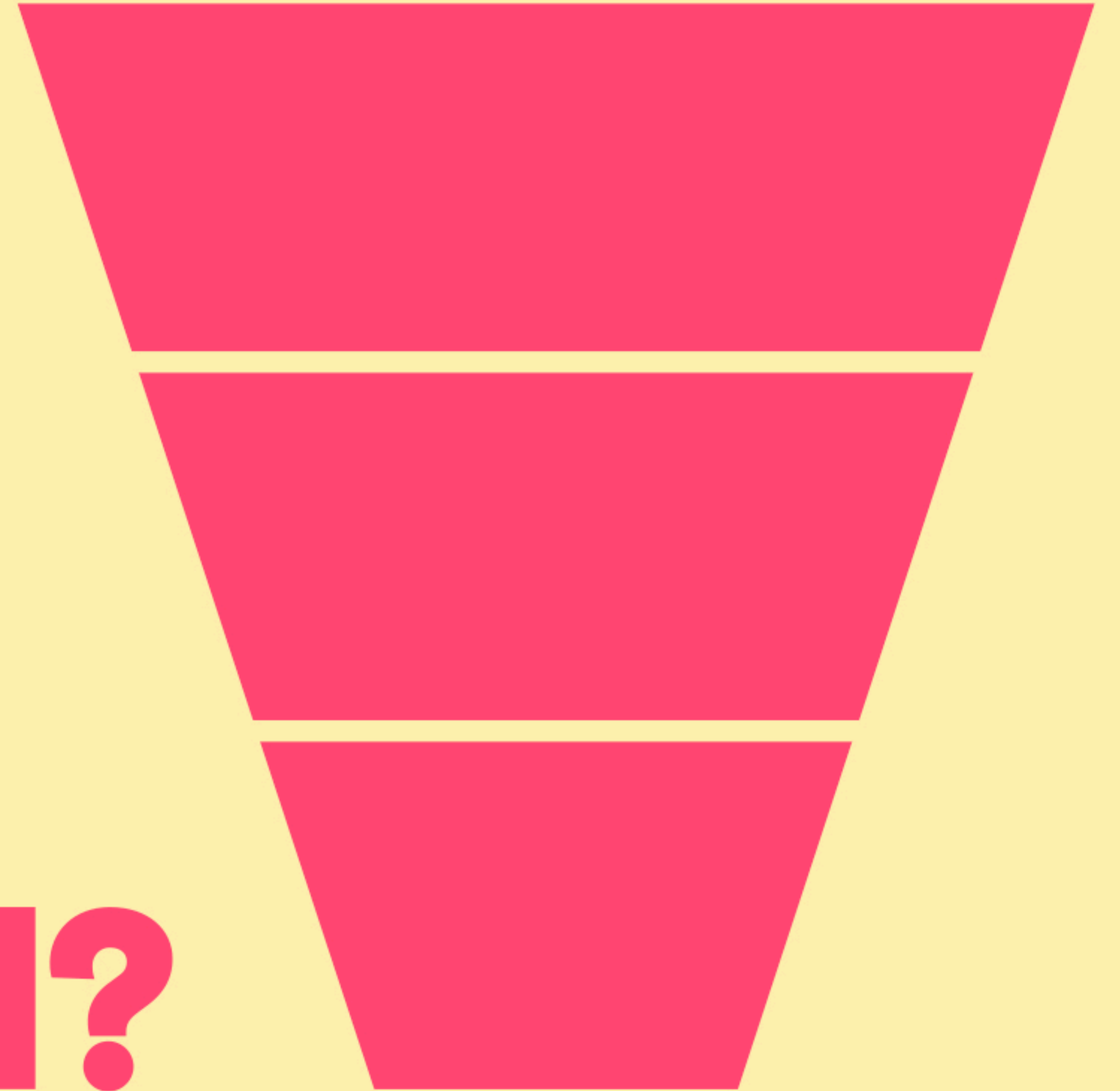
Ondanks de hagelslag in toetsenborden

448





lower funnel?
lower fun



**terug naar
het begin**

Foutje bedankt?

Van welk merk is dat?



1991

'That was funny, but what was the brand again?': Humorous television commercials and brand linkage

Paul van Kuilenburg, Menno D.T. de Jong
and Thomas J.L. van Rompay

International Journal of
ADVERTISING

International
Journal of
Advertising, Vol.
30, No. 5, 2011

2011



alfred.

drie misvattingen

**“dan ben je
zelf vast ook
heel grappig”**



**“dan denk je
zeker dat humor
de oplossing is
voor alles”**

**MOND
SPRAAK
ARM**

**BEROERTE
ALARM**
BEL 112



**“dat draait
allemaal om
lach-of-ik-schiet
commercials met
van die typetjes”**



Which of these three kids is wearing Fisher Price anti-slip roller skates?



WE'RE SORRY

- Business.
- Leisure.
- Because this weather sucks.



BRITISH AIRWAYS
A BRITISH ORIGINAL

primesight



INFREQUENTLY ASKED QUESTIONS CONCERNING OATMILK

Hi there, and welcome to the world's hugest and only compendium of Infrequently Asked Questions about oatmilk. From the rarely asked to the seldom wondered-about, this site has all manner of inquiries for the oat-curious, eco-minded or just plain bored. So consider this the only resource you need for answers to questions you've probably never had about the original oat drink.

**"DO I NEED A
PERMIT TO CARRY
OATMILK?"**



**"IS OATMILK ONLY
FOR INDOORS
OR CAN I USE IT
OUTSIDE TOO?"**



**"DOES OAT-
MILK COME WITH
ASSEMBLY
INSTRUCTIONS?"**





COMPARE AND SAVE

Trojan Condoms

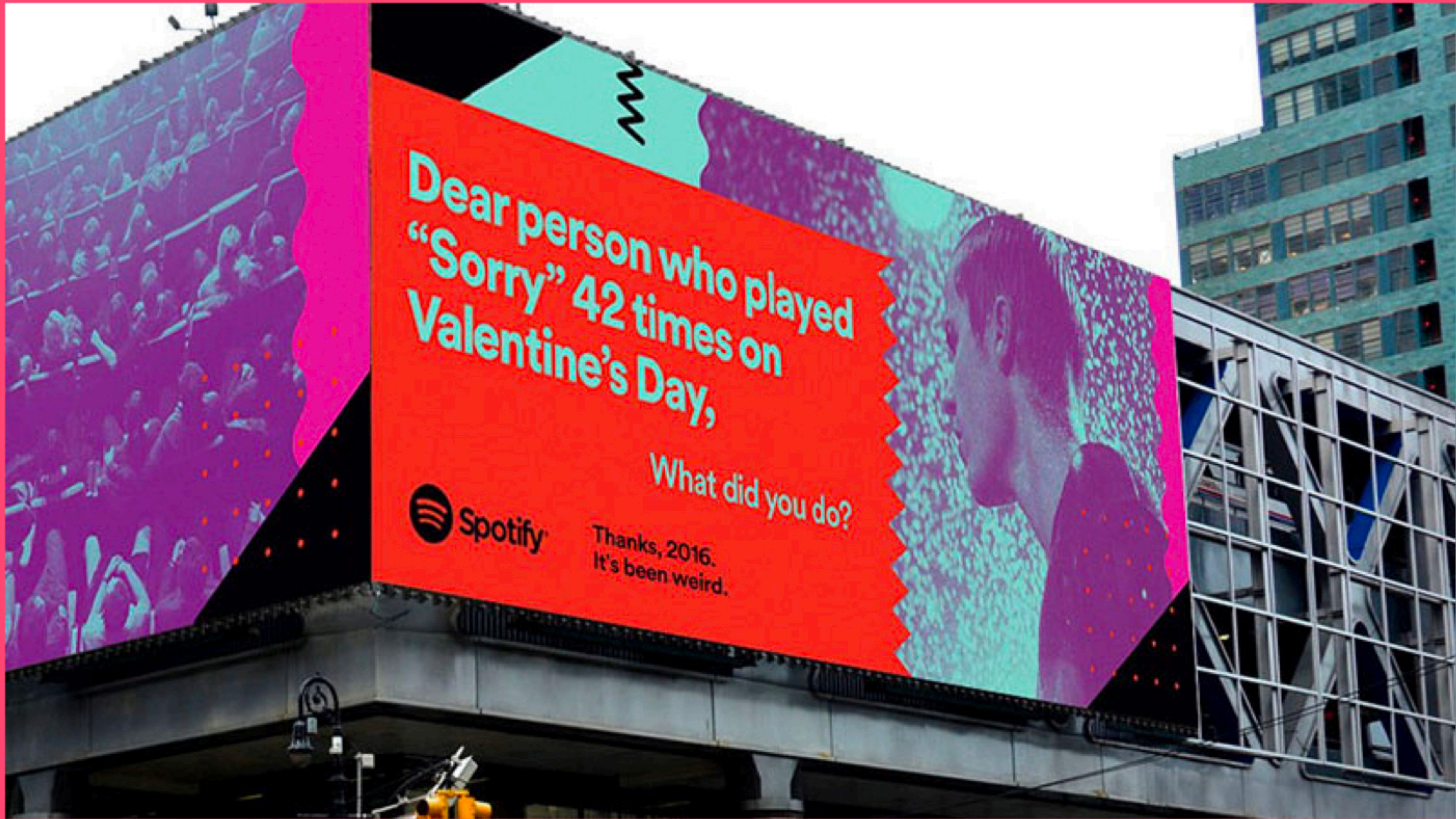
\$3.25

Huggies Diapers

\$22.00







Dear person who played
"Sorry" 42 times on
Valentine's Day,

What did you do?



Thanks, 2016.
It's been weird.

**Als ik dit aantrek, denkt
mijn vriend misschien
ook eens aan mij**

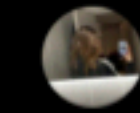


bol.



bol. Mijn partner denkt niet elke dag aan het Romeinse Rijk (want ik heb geen partner)

7 w.



ella_vk09 Gerda waar kan ik dit vinden



7 w. 3 vind-ik-leuks Reageren

— Antwoorden weergeven (1)

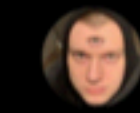


hamouzie WIE BEN JIJ IK BEN VAN OUD ROME



7 w. 2 vind-ik-leuks Reageren

— Antwoorden weergeven (1)



plumbvibes Gerda hoe vaak denk jij aan de Romeinen?



7 w. 10 vind-ik-leuks Reageren

— Antwoorden weergeven (3)



j_a_y_r_o_n_e Geprobeerd, heeft niet gewerkt



7 w. 4 vind-ik-leuks Reageren

— Antwoorden weergeven (1)



eelcootje_ ¿Qué Pasa?



7 w. Reageren Vertaling weergeven



15.302 vind-ik-leuks

19 SEPTEMBER



Een opmerking toevoegen...

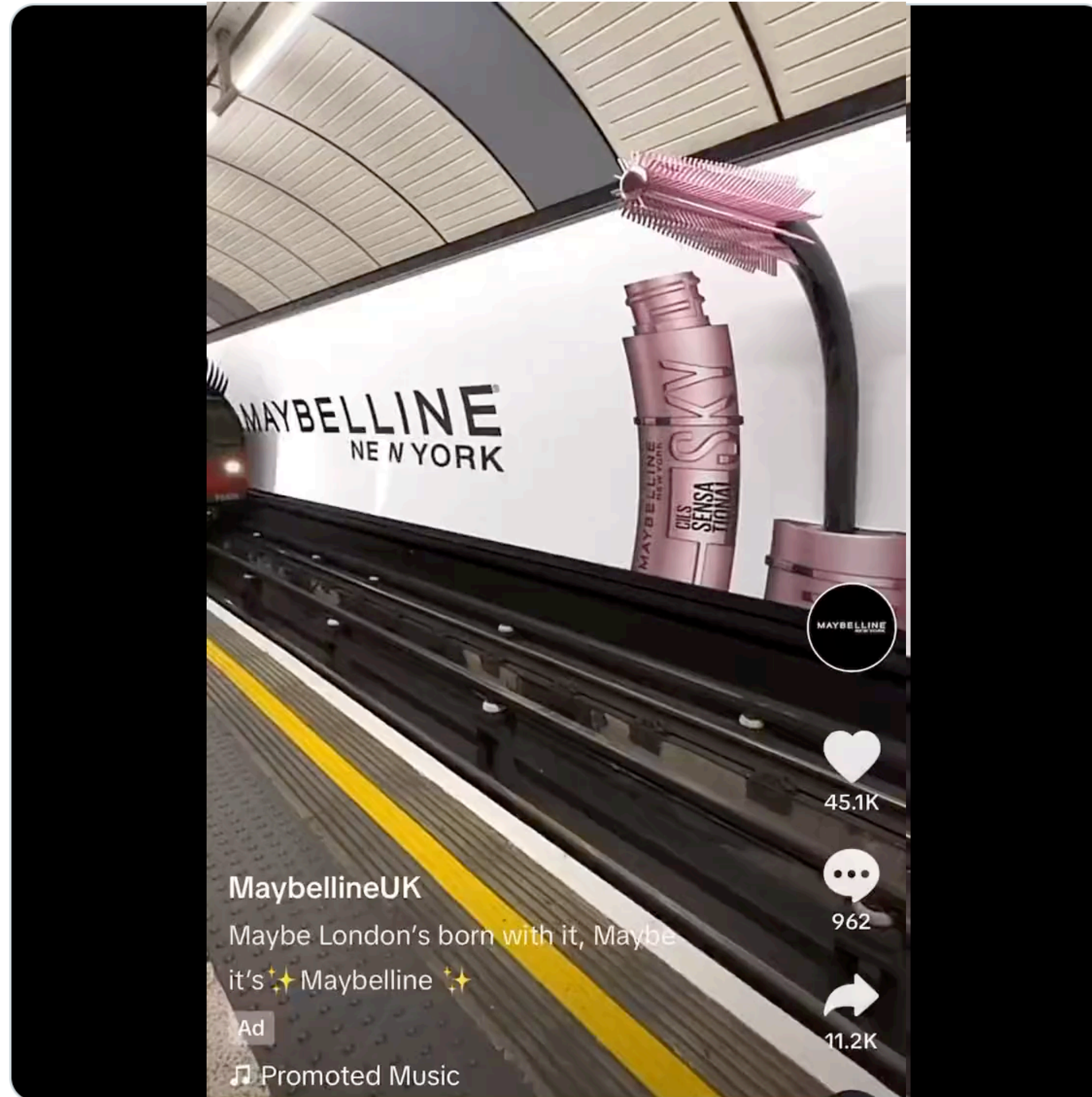
Plaatsen



Drag Doll ❤️
@DragDollCo · [Follow](#)



This marketing is genius 🥹



7:22 PM · Jul 6, 2023



❤️ 42.2K 💬 Reply 🔗 Copy link

[Read 139 replies](#)



IT'S EVERYWHERE



DE OCHTEND MENS

DE BOEKEN WURM

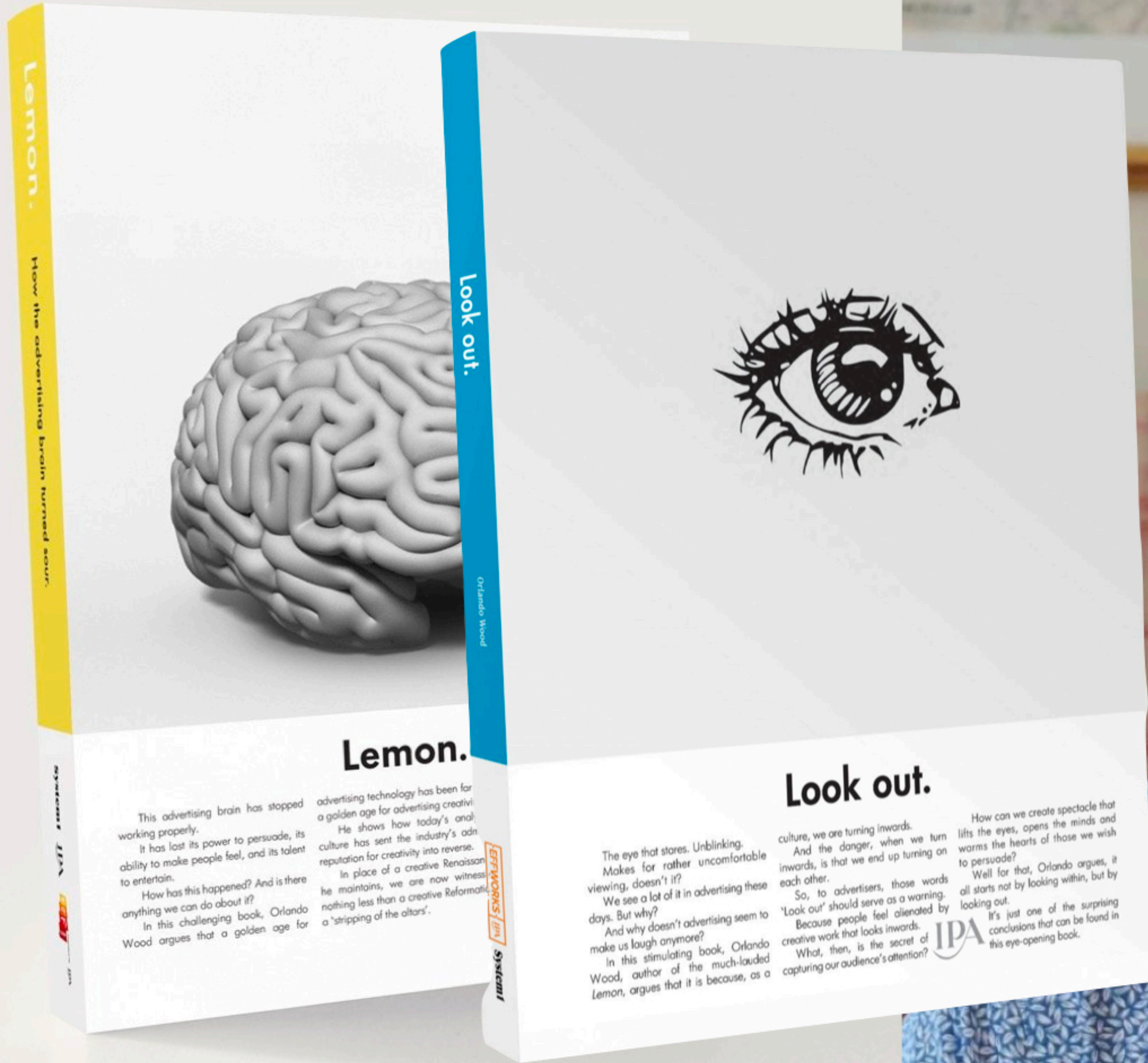
SAMSUNG
Buitenkijkers

SAMSUNG
Mobile champions

de pakketbezorgers

Ondanks de hagelslag in toetsenborden

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Lemon

How the advertising brain turned sour.

Look out.

Orlando Wood

Lemon.

This advertising brain has stopped working properly.

It has lost its power to persuade, its ability to make people feel, and its talent to entertain.

How has this happened? And is there anything we can do about it?

In this challenging book, Orlando Wood argues that a golden age for

advertising technology has been for a golden age for advertising creativity.

He shows how today's anal culture has sent the industry's ad reputation for creativity into reverse.

In place of a creative Renaissance he maintains, we are now witness to nothing less than a creative Reformation, a 'stripping of the altars'.

EFFWORKS LTD

System 1



Look out.

The eye that stares. Unblinking. Makes for rather uncomfortable viewing, doesn't it?

We see a lot of it in advertising these days. But why?

And why doesn't advertising seem to make us laugh anymore?

In this stimulating book, Orlando Wood, author of the much-lauded *Lemon*, argues that it is because, as a

culture, we are turning inwards.

And the danger, when we turn inwards, is that we end up turning on each other.

So, to advertisers, those words 'Look out' should serve as a warning. Because people feel alienated by creative work that looks inwards.

What, then, is the secret of capturing our audience's attention?

IPA

How can we create spectacle that lifts the eyes, opens the minds and warms the hearts of those we wish to persuade?

Well for that, Orlando argues, it all starts not by looking within, but by looking out.

It's just one of the surprising conclusions that can be found in this eye-opening book.





CREATIVE FEATURES

X

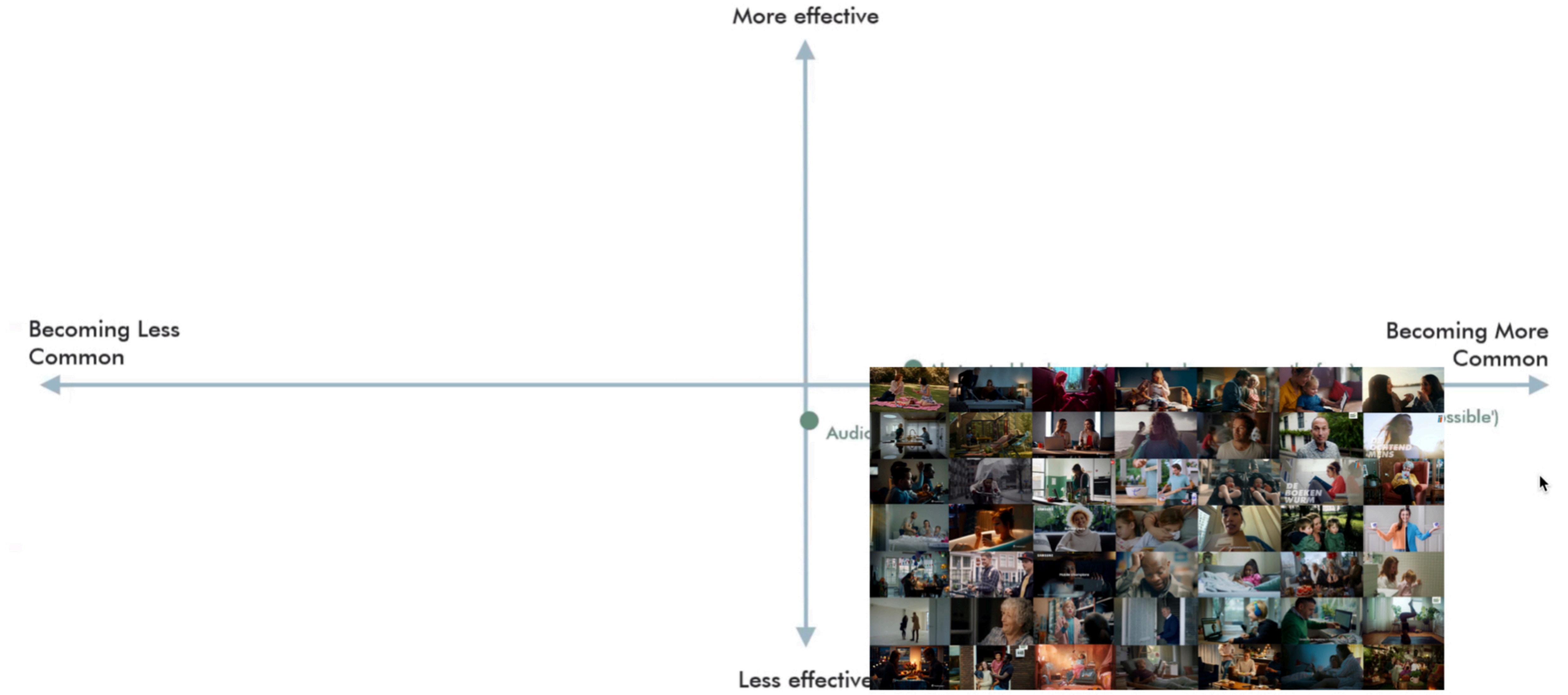


HOW OUR BRAIN WORKS

X



COMMERCIAL RESULTS



Lemon, Orlando Wood, 2019

Reclame wordt steeds minder wenselijk

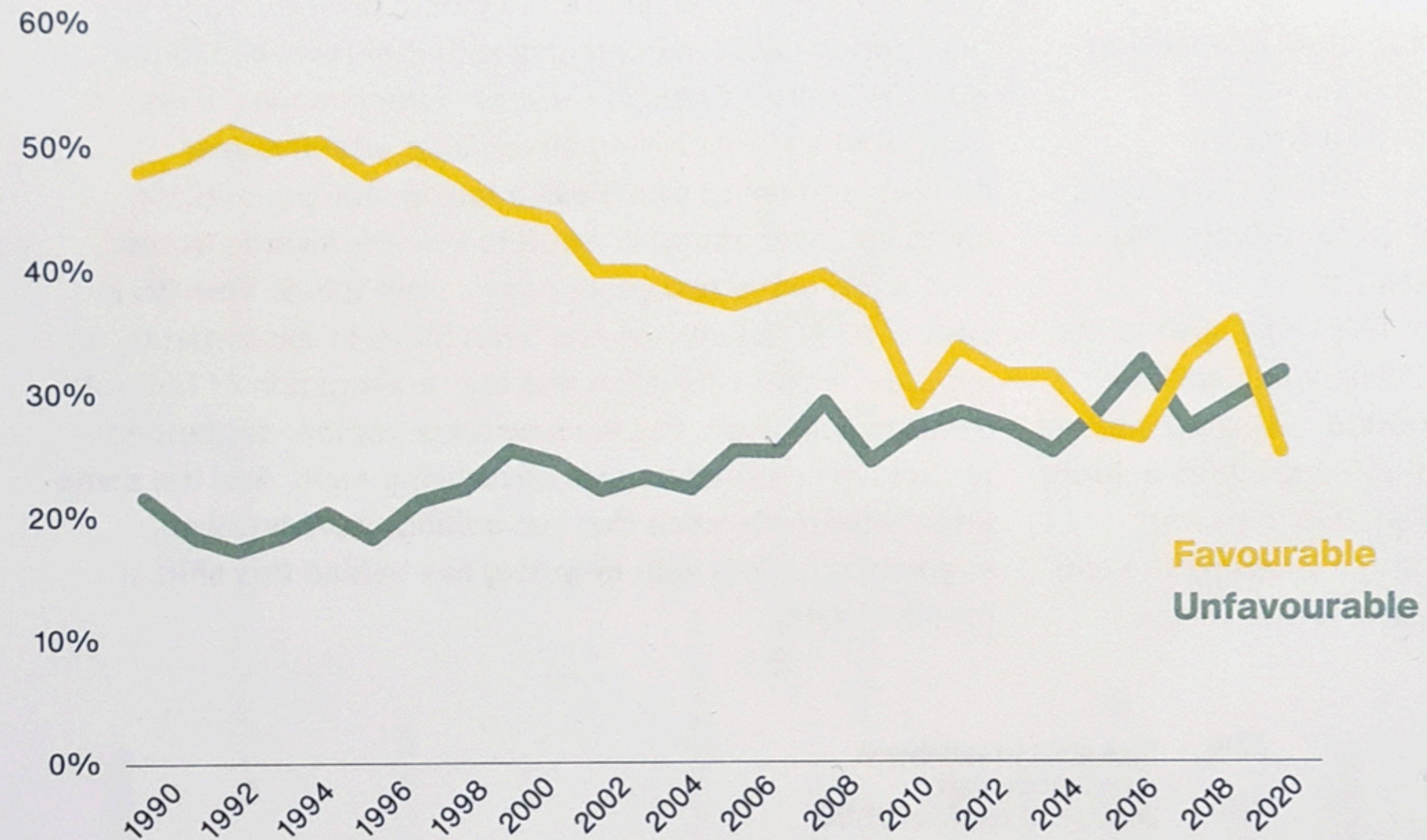
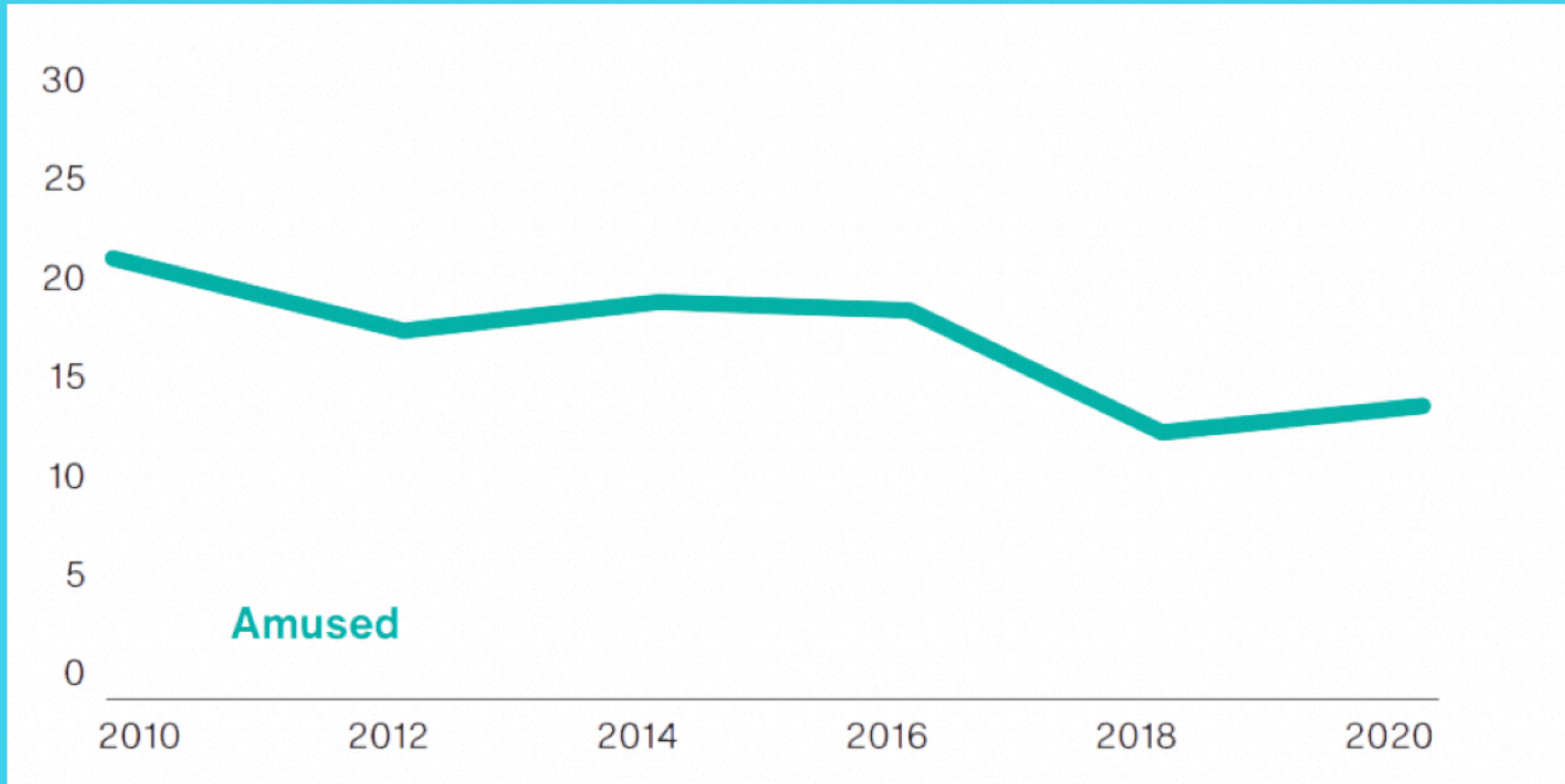
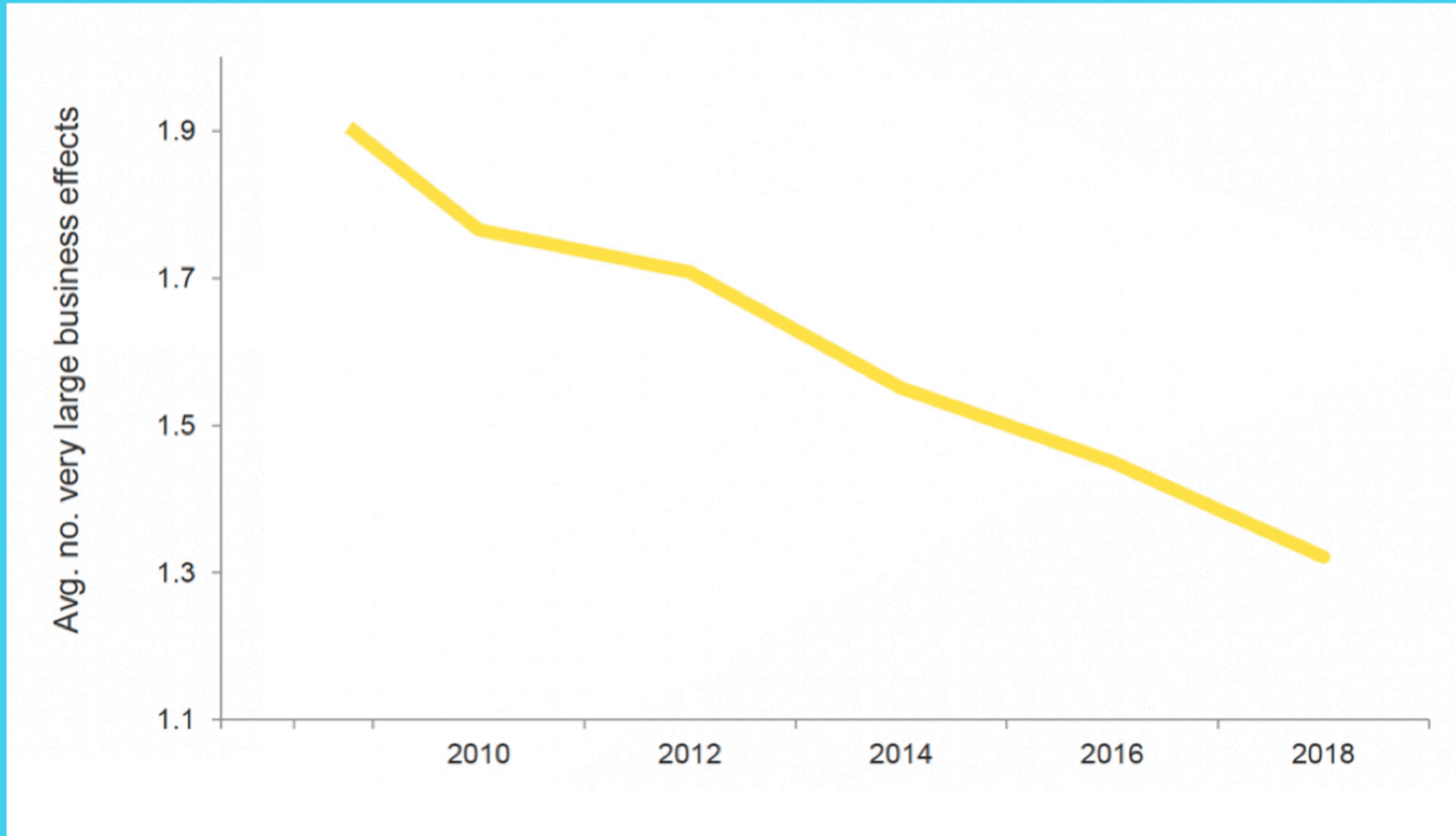


Fig48 Favourability towards advertising Source: Credos

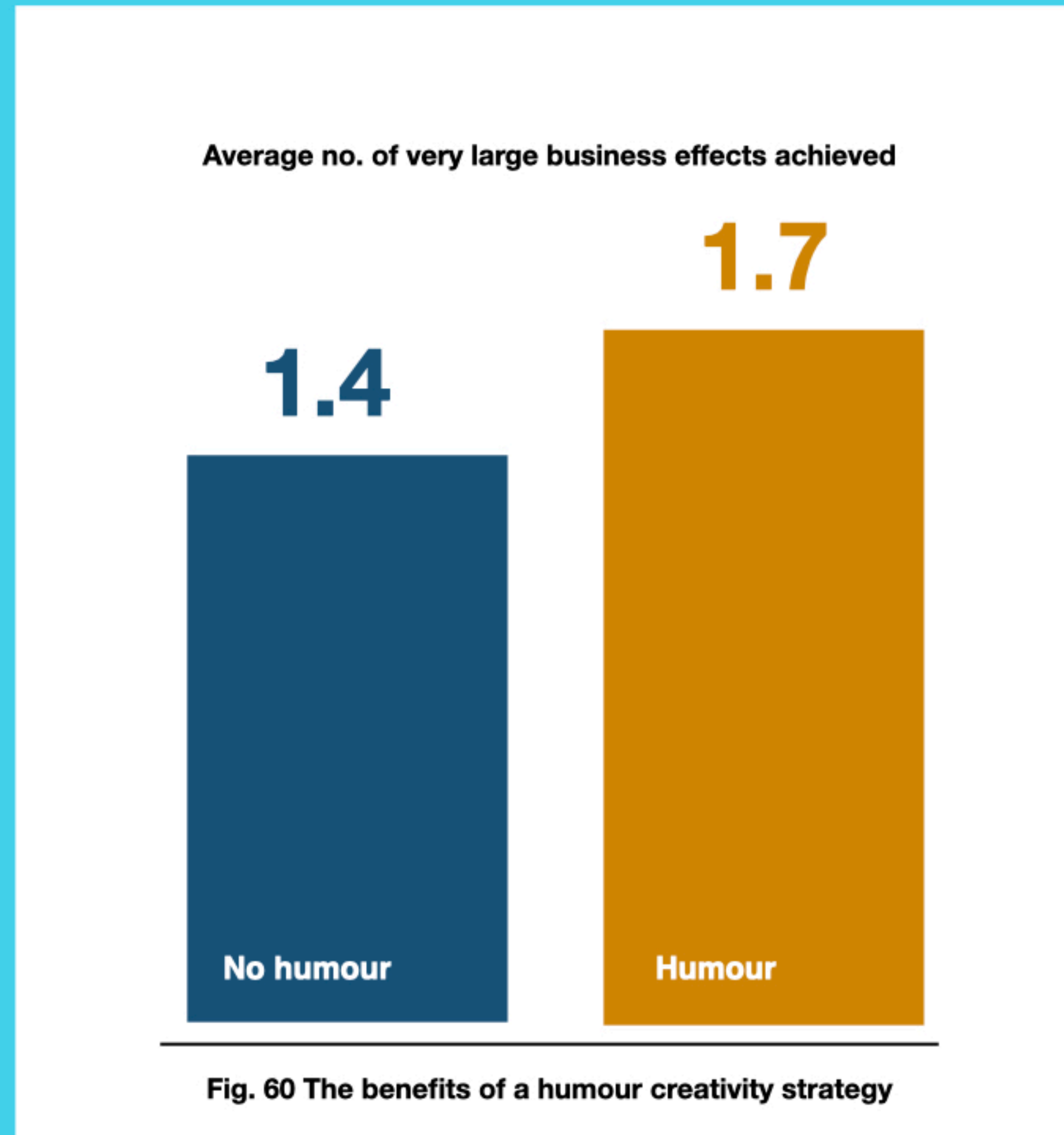
Reclame vermaakt ons steeds minder



Reclame wordt steeds minder effectief



Humor kan het verschil maken





CAMPAGNES
Drie keer lachen met... Els Dijkhuizen, marketingdirecteur Heineken

Hosted by Alfred International
Rediscovering the Art of Humor

DIENTEN
Hoe reclame zijn creativiteit verloor
Richard Smit 13:46
Waar is het reclametypetje gebleven? In de haast om iedereen persoonlijke advertenties voor te schotelen is het reclamevak zijn belangrijkste troef kwijtgeraakt: creativiteit. En is de effectiviteit van reclame gekelderd.

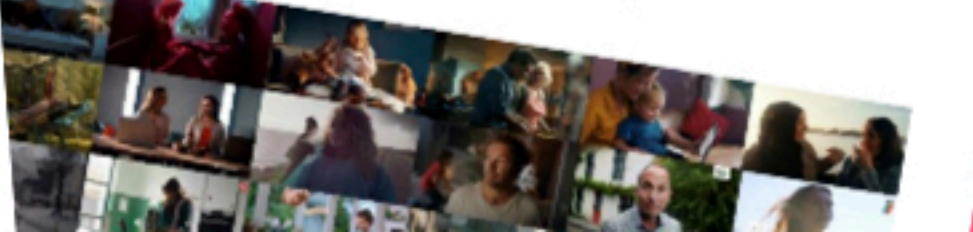


Paul van Kuilenburg
Strategy Director at Alfred International B.V.
2w · 🌐
Strijd tegen vlakke reclame gaat door, dit keer op **New Business Radio**
<https://lnkd.in/ehEw2tjk>
...see more

Creativiteit zit in een crisis en iedereen kijkt de andere kant op
reclame werkt gewoon niet goed. Daar is zelfs King of Targeting Google het mee eens.
CAMPAGNES 18 NOVEMBER 2021 PAUL VAN KUILENBURG

Beste Sint,
'k weet niet hoe het ontstaan is
Maar het lijkt
of reclame het lachen vergaan is
Ooit d... aan humor
Bij de
Nu
bes

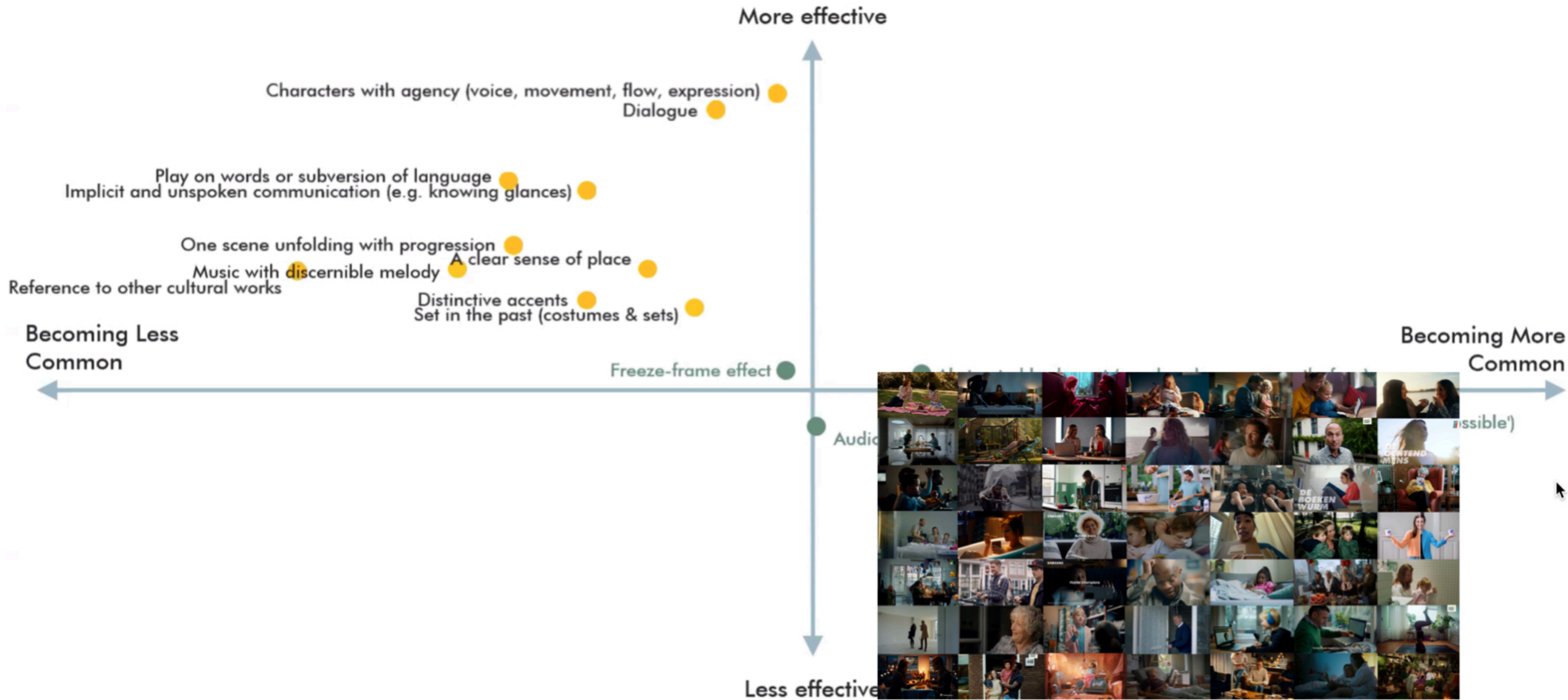
NEE Géén vlakke reclame | **JA** Wél reclame die vermaakt
reclames nog wel: de Rolo-
bapt, de Melkniekoe die een
Telfort, de drie vrienden van
de kijker een band kan
tjes met een twist die blijven
ing Toto is er nog, net als



entertain
for
commercial
gain

HOE?





Lemon, Orlando Wood, 2019

money making creative features



A clear sense of place



One scene unfolding with progression



Characters with 'agency' (voice, movement, expression)



Implicit, unspoken communication (knowing glances)



Dialogue



Distinctive accents



Play on words



Set in the past (costumes & sets)



Reference to other cultural works (parody)



Music with melody



Tip! Find out more on Youtube: 'Crisis in creativity, Orlando Wood'













ARE YOU READY

TV LAND





-  A clear sense of place
-  One scene unfolding with progression
-  Characters with 'agency' (voice, movement, expression)
-  Implicit, unspoken communication (knowing glances)
-  Dialogue
-  Distinctive accents
-  Play on words
-  Set in the past (costumes & sets)
-  Reference to other cultural works (parody)
-  Music with melody

Wat is de dominante feature?

**characters
with agency**















A man with short dark hair, wearing a dark blue V-neck sweater over a light-colored collared shirt, is shown from the chest up. He is smiling and gesturing with his hands as if speaking. The background is a television set with a maroon wall, a framed picture, and a glass display cabinet. A logo for '2009 ONE SHOW' is overlaid in the bottom right corner.

2009

ONE

SHOW

-  A clear sense of place
-  One scene unfolding with progression
-  Characters with 'agency' (voice, movement, expression)
-  Implicit, unspoken communication (knowing glances)
-  Dialogue
-  Distinctive accents
-  Play on words
-  Set in the past (costumes & sets)
-  Reference to other cultural works (parody)
-  Music with melody

Wat is de dominante feature?

**Implicit,
unspoken
communication
(knowing glances)**



Bij menselijke connectie steekt uitvoering ontzettend nauw

**Maar er is
nog iets
anders**

**Humor maakt
vaak een
onverwachte
afslag**

Fox Sports is
het ultieme
sportkanaal



Perfect
voor die hard
sportfans



Helaas leidt hun
liefde voor sport
kijken tot
onwenselijke acties



De Tiguan
heeft nu ook
trailer assist



Je hoeft je niet langer te schamen
voor je parkeerskills richting
andere mensen



Of paarden



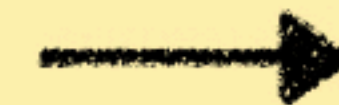
Value City
Furniture verkoopt
mooie meubelen



Deze zijn mooier
dan je huidige
meubelen



Zo mooi, *they put
your other furniture
to shame*



Or even disgust

Crest zorgt voor
witte tanden



Zo krijg je een
mooie glimlach



En met een mooie
glimlach, kun je
overal mee
wegkomen



ChatGPT

OK AI, nu jij!

Brainstorm names

for a non-alcoholic cocktail with Coke and pomegrana...

Help me pick

a gift for my dad who loves fishing

Make up a story

about Sharky, a tooth-brushing shark superhero

Compare design principles

for mobile apps and desktop software

Send a message



ChatGPT can make mistakes. Consider checking important information.



Ambitie

1. Come up with a funny print ad of sugarfree Chupa Chups, containing a surprising twist



2. Come up with more print ads. Have them involve animals instead of people



3. Come up with more print ads. Have them involve insects instead of animals

Print Ad: "Ant Line Approved"

[Image of a perfectly organized line of ants marching toward a Chupa Chups Zero Sugar]

Caption: "Follow the leader to a sugar-free paradise. Ants approve the sweet simplicity of Chupa Chups Zero Sugar – no detours, just deliciousness."

Chupa Chups
verkoopt
suikervrije lolly's



Die zijn toch
gewoon
lekker zoet



Zelfs mieren
gaan er vol voor

**Kunnen we
AI ook een
onverwachte
afslag laten
maken?**



1. Come up with a tv commercial script selling the the new Volkswagon Tiguan, highlighting its trailer assist feature in a funny way



2. Make the driver embarrassed about not being able to park



3. Have a third party ridicule John's driving. Make it an unexpected third party



4. Come up with another third party. make it an animal

[Open with a lively, whimsical tune playing in the background. The scene begins with John attempting to park the Tiguan with a trailer attached. As he struggles, a mischievous raccoon appears from the nearby bushes, observing John's parking antics.]

Raccoon: (chittering) Well, well, well, looks like we've got ourselves a parking virtuoso here.

Raccoon: (playfully) Come on, John, even I can park better than that with my little raccoon paws.

Narrator: (Voiceover) The all-new Volkswagen Tiguan, winning over even the toughest parking critics.

[Text on screen: "Volkswagen Tiguan - Trailer Assist: Raccoon-approved parking."]

Tagline: Volkswagen Tiguan - Because when you impress a raccoon, you know you've got something special.

The Tiguan
comes with
trailer assist



You no longer have to be
embarrassed about your parking
skills towards other people

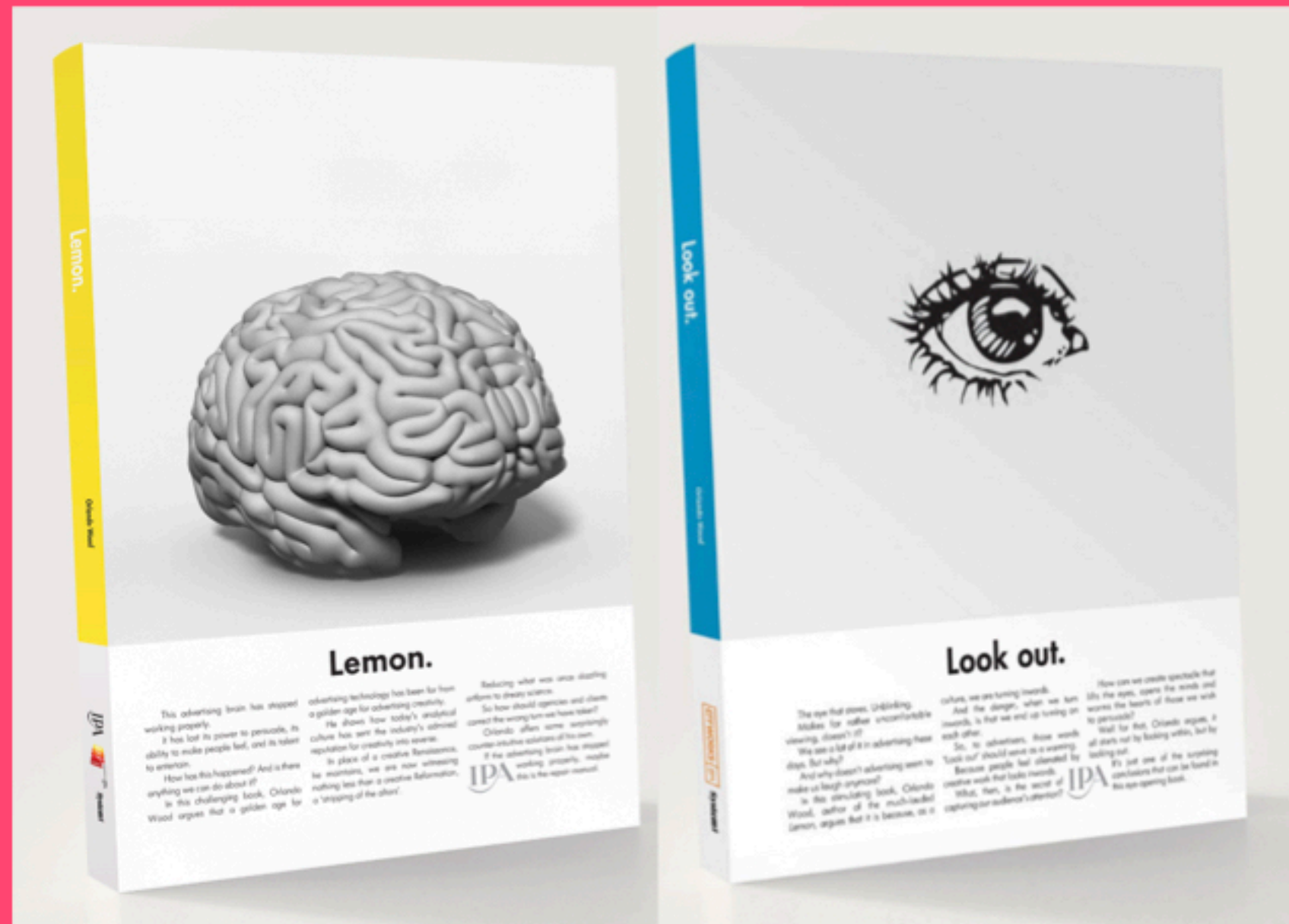


Or raccoons

Recap

- Humor is ten onrechte uit de mode
- Het zorgt voor een menselijke connectie
- Humor denkt buiten de gebaande paden
- Met de juiste prompts wordt AI een inspiratiebron

hungry for more?



Lees het werk van Orlando Wood
(of kijk z'n webinars)



Volg me op LinkedIn
(voor mijn kruistocht voor meer humor)



Kijk Bill Burr - Paper Tiger
(Totaal irrelevant, wel erg grappig)