

Most effective form of advertisement: funny or emotional

[Business](#), [Marketing](#)



Advertisements are meant to create a long-term impact on the audience. All the big companies try to come up with innovative and heart touching advertisements that not only aim to grab current customers but also want to be the most trusted product or product line for the family lineage. The most important and effective way of creating a customer base is through advertisements because if the brands can't capture the customers' attention, they won't be able to sell the products.

It is a big challenge to create advertisements that cater all types of people. Psychologically, older generation is leaned more towards emotional advertisements whereas the younger generation tends to like funny ones. However, of course, it depends on the subject matter.

The idea of advertisements is completely variable, depending on various matters like consumer behavior, preference, purchase intentions etc.

Funny Advertisements

Many brands pursue funny advertisements for humor. Humor boosts brand recognition. For example, in the advertisement of Chatbooks, which creates photo books from phone automatically, shows how a busy mother complains about having no time for doing anything other than looking after her kids. Her kids are running inside the house, doing things that make her really crazy and tired. The advertisement shows how a serious topic like motherhood can be depicted in a light manner.

Old spice commercials are brutally honest ones but leaves a sense of humor behind. Most of FedEx's advertisements, especially the old ones show faulty

mailing services that others use which are not efficient at all but FedEx comes in superfast. The idea is simple but the portrayal is amazing.

To relate more, we can look at Banglalink's commercials. All of the advertisements are funny and mostly targeted towards the younger generation. There is this one ad where a girl brings the boy she likes to her father and the boy turns out to be not the ideal type that every father dreams of. Seeing the punk boy's attitude and his way of giving greetings made him faint. Here is where Banglalink's package comes where there is no surprise for the consumers. This is an old one but people still use it as a reference.

Not all brands really prefer funny advertisements.

Emotional Advertisements

Many brands aim to deliver emotional advertisements as it deeply taps into people's emotions. Fear, happiness, anger, sadness, surprise, inspiration etc. falls under the sentiments of the consumers.

All of the insurance companies use the strategy that taps the emotions in an extensive manner. The idea is to create empathy so that if something happens to the loved ones or valuable objects, it can be backed up by the insurance companies. They create fear among people so that they rush towards the companies for insurance. Advertisements about smoking also create fear. The highly notorious "Smoking Kills" creates horror among people.

Not all the emotional advertisements hit the dark sides of one's emotions.

Coca-Cola likes bringing happiness in people by sharing joy.

Whichever parts of the emotion companies tap into, it must create high arousal in them so that people can relate themselves to brands. Otherwise, it will be like the worst hangovers, once logic gets into the system, emotion will stop working.