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It is a rare individual who doesn't like to laugh now then. Laughter is good for the soul and good for morale, especially during a period of economic hardship. But does laughter and comedy have a role to play in the making of a product video. Budweiser and Pepsi, to name only two well known brands, certainly seem to think so judging by the number of comic video clips they've wrapped around their products.

Visit YouTube and punch in Budweiser Ads or Pepsi Ads and you will come up with a multitude of hilarious sketches all designed to promote brand awareness. Whilst it is true that Budweiser and Pepsi have multi-million dollar marketing budgets to play with, pulling off a comedy sketch that resonates with the buying public can still prove difficult, if you select the wrong subject matter.

Comedy is culture specific. What makes someone laugh in the UK may not make someone laugh in the USA. Moreover, comedy, taken in the wrong context, might be viewed by some audiences as offensive. So how does a small company go about harnessing the power of comedy to promote their product without breaking the bank or offending anyone? The key to using comedy to deliver your product video's message does not rest in how much money you are prepared to spend on video production. It rests in knowing what comedy themes will resonate with audiences. As a rule of thumb, comic themes based on family, relationships and pets are generally well received by the viewing public.

Take a look at half a dozen brand building product videos on YouTube and you will notice that the comic theme that runs through most of them and is based on one of the above three subjects. For example, take Toyota's funny RAV4 product video. The comic sketch in this video uses as its subject matter the squabbles that take place between a couple over which of them gets to drive their new Toyota RAV4. Underpinned by the slapstick genre, the product video's message is funny, clear and inoffensive: The Toyota RAV4 is the car to own. It's a message that has resonated with over 3 million viewers. Using a comic theme as your product video concept doesn't require a complex setting, elaborate props or a cast of thousands. Furthermore, by nature, good comedy is short and simplistic and needs few analytical skills on the part of audiences to decipher its message. Actors can deliver the product punch line either through action or through words.

Finding a comic theme for your product video need not be that difficult either. All you need do is to think of the many jokes that you've heard during your life time and you will quickly unearth a rich source of material for your product video's comic sketch.

If Budweiser, Pepsi and Toyota can do it, so can your company. It is something to think about when it comes to planning your next product video. Making your customers laugh will encourage them to think about you more often.

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Our expertise goes way beyond a [video production](#); our team members all have solid digital marketing, technical experience and business backgrounds. We don't just work for you; we work with you ensuring our video solutions meet all your business objectives.

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