Lamphills

Lamphills Funny Ads Campaign Planning Template

This is an actionable template that guides you through the steps of creating an effective funny ad campaign:

- ☐ **Campaign Objectives**: Define goals (e.g., brand awareness, audience engagement).
- ☐ **Target Audience**: Identify demographic and psychographic characteristics.
- ☐ **Humor Style**: Outline the type of humor (absurd, slapstick, dry, situational).
- ☐ **Scriptwriting Guidelines**: Develop the storyline, including punchlines and timing.
- ☐ **Casting and Delivery**: Select the right actors or influencers for comedic timing.
- ☐ **Brand Message Integration**: Ensure humor aligns with brand values.
- ☐ **Cultural Sensitivity Considerations**: Adapt humor based on market demographics.
- ☐ **Platform Strategy**: Choose where to distribute (YouTube, Instagram, TV, etc.).
- ☐ **KPIs and Metrics**: Identify performance metrics (views, shares, conversions).