

April Fools Ads

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How I used it: Social Media Marketing Class

This was "part 2 of a quiz". I told them that they need to describe the target market's demographics and psychographics for each ad. The last one ends with one from Disney saying April Fools at the end.

Here are some additional resources

<https://www.socialbakers.com/.../10-brands-who-are...>

Strategies and examples - <https://blog.unmetric.com/25-ways-fool-audience-social...>

Can discuss if companies should partake in April Fools - <https://contentmarketinginstitute.com/.../risky-content.../>

I also read that most opted out of doing any jokes in 2020 due to covid, and in 2021 that they took on a "nicer" tone, whereas in the past some of the jokes really cut down their competitors.