

Comedic Beer Ads, What Makes Them Funny?



By Angel Diaz

Intro



The first television beer ad that was known about was in 1947. A beer brand by Hyde Park brewery sponsored a television program. After that day it opened up the doors for other competition beer brands to seize this idea and commercialize and sponsor different broadcasts but the idea didn't take off until the 1950s.

Elements of beer ads today



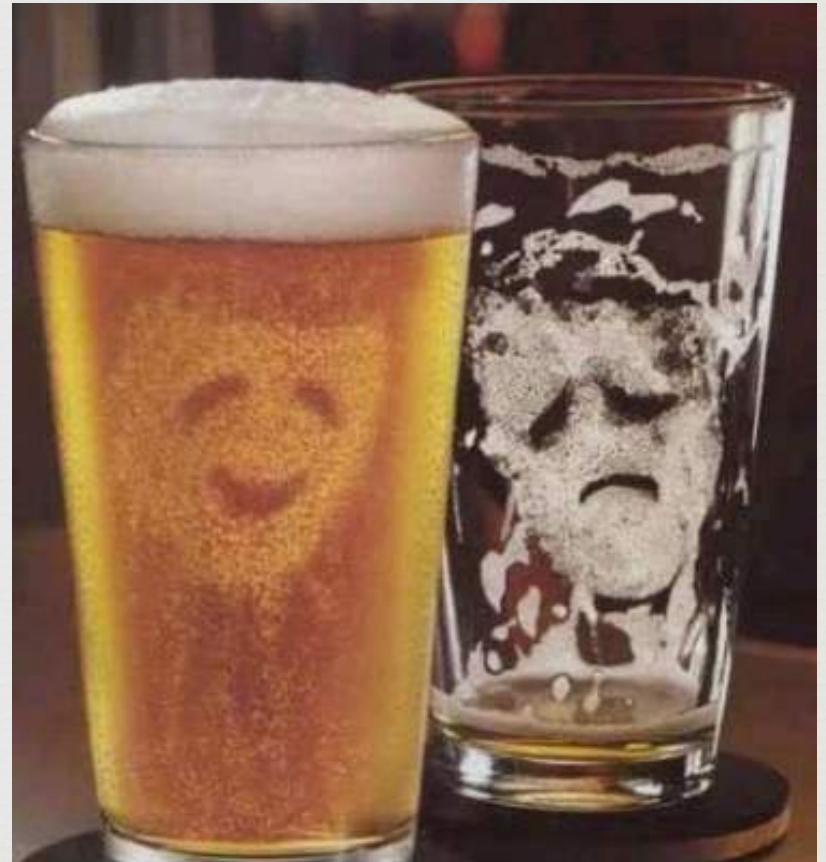
- Sexualizing or objectifying woman
- A heavy focus on male fantasies
- Audience are and most of the time male
- Set at home, bars, or on a beach
- Trends
- Stereotypes both genders



Elements of comedy



- Incongruity
- Surprise
- Repetition
- Inversion
- Superiority
- Exaggeration
- Slapstick Violence



Trends and Streams



Beer commercials tend to try and focus on trends and what's mainstream around the world. They use these to capture the audience in their ads with something that they can relate to. Sometimes they even bring back older trends that possibly don't exist anymore into the more modern world. Such underground trends as "WASSUP" from 1999. Then it gets revived in 2008 with a more recent call back this year 2020.

Theory



Comedic beer commercials seem to share many of the traits that we use to see in cartoons. Even in the idea of the male characters are the protagonist or villain of the commercials. While women are more as the eye candy or help provide a set up of sorts and become merely background subjects.

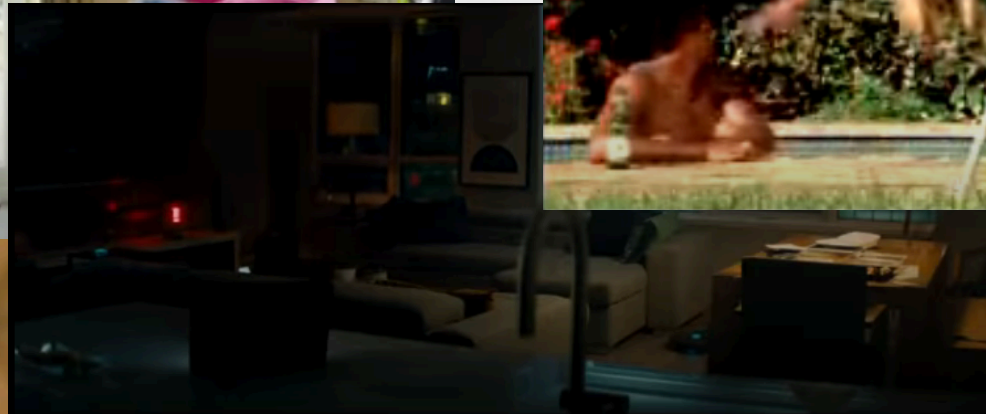
But I believe these commercial all have one major thing in common. That they all used the element of surprise as the main focus of their commercials comedy element.

Ten Ads, Some Questions



- Did you find any of them funny?
- What about it made you laugh?
- Did you know that there were some banned/
controversial ads in there?
- Have you seen any of these before?

The options



Agreement?



SURPRISE!!!

Even with a lot of the ads showing and using multiple different elements the agreed or most noted element was surprised.

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