

Levity & Laughter

With its ability to add lightness and create connections, it's no wonder humor is a top Creative Trend for 2025.

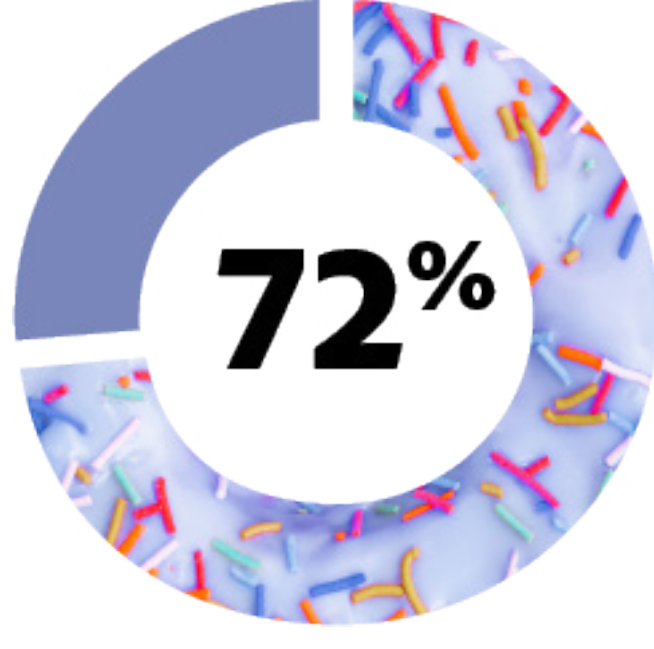
Explore the Levity & Laughter Collection



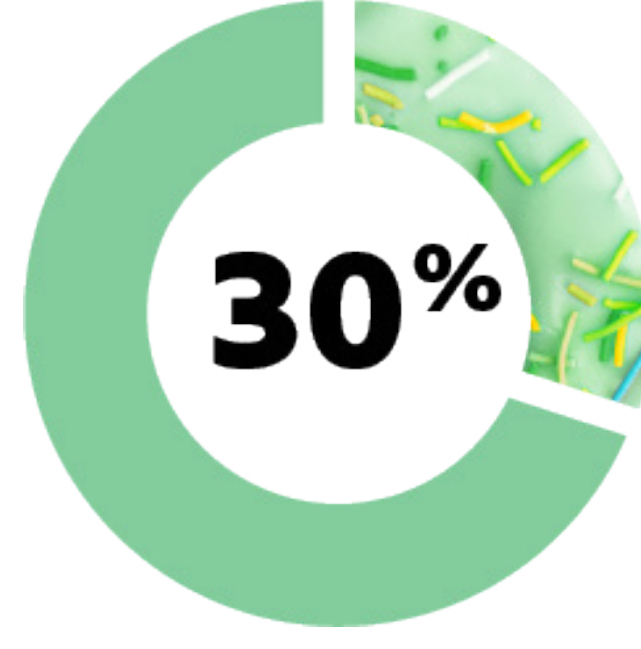
Humor continues to be a powerful tool in advertising, with consumers strongly favoring funny content. It's been shown to make ads more memorable, can influence brand preference, and dominates on platforms like TikTok where it drives both engagement and purchase intent.



Of consumers say they're more likely to remember a funny ad



Humor is a key driver in why 72% of consumers choose one brand over a competitor

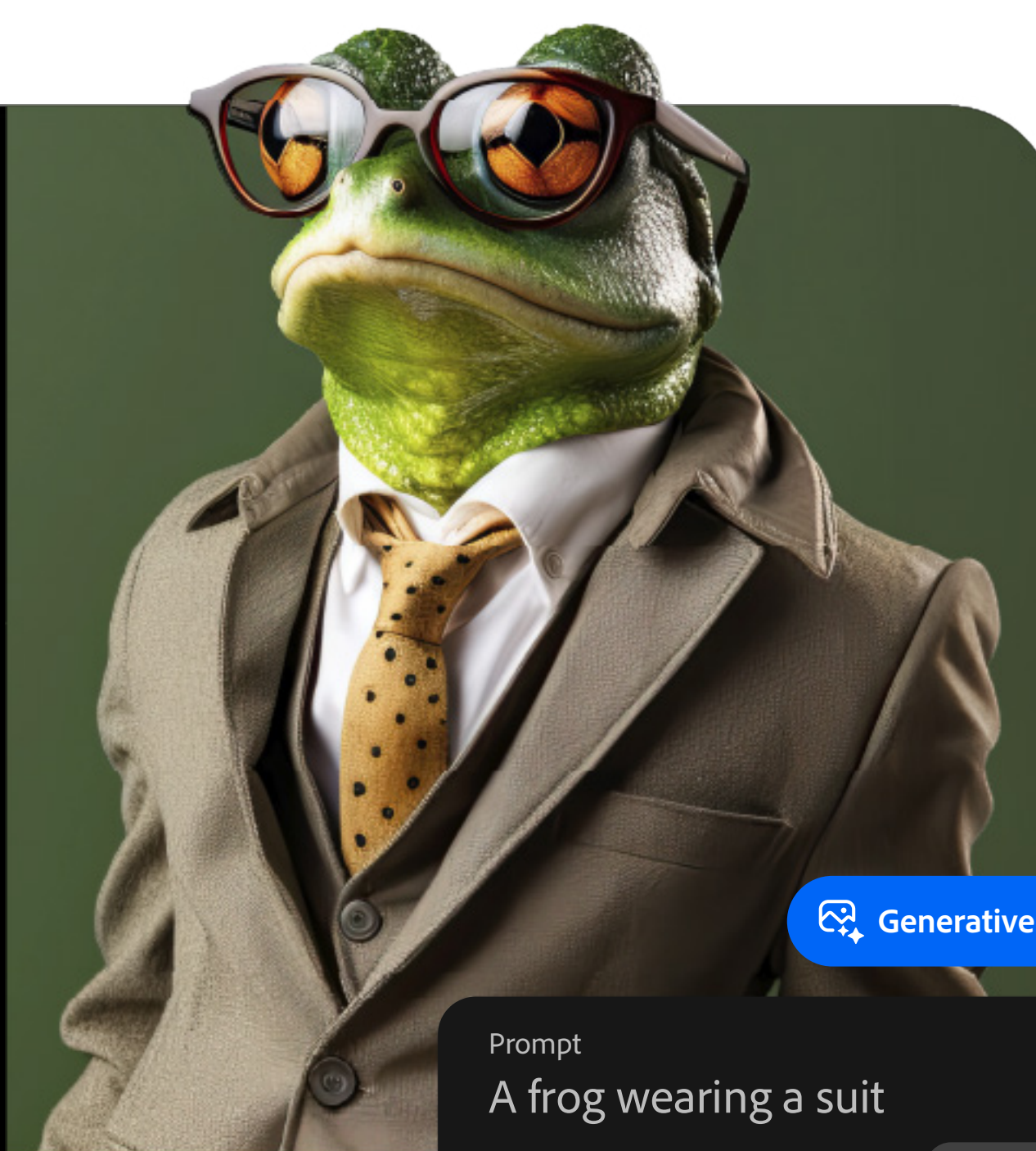


Humorous content is a top motivator for purchase intent in 30% of TikTok users

Brands like Duolingo have successfully engaged a growing customer base by leveraging memes and trending jokes - showcasing their human side while driving interaction.

Memes

Not just the domain of UGC, memes give brands a chance to show off a more casual side, easily connecting with audiences and driving conversations.



Humor is increasingly being used to connect with diverse audiences or to address serious topics in a light-hearted way. Brands find it both local and universal, creating engaging, connected, and memorable experiences that resonate across different geographies.

"Humor seems to get shared a lot more. Data backs that up, making it quite well geared to social media, particularly because it can go viral or become trend-worthy."

Emma Chiu, Global Director, VML Intelligence

Don't just join the trends, drive them. Click below to read our full report.

Creative Trends 2025