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Communicate isn't always a serious things but you have to take it seriously without taking you seriously ! If you follow the spirit of that, you will realize that there are many dates you can't miss to communicate with fun and make your customer more attract to your brand. You already know that Valentine's day and christmas are good dates to communicates but the more fun day to check on the calendar is April First : The joke's day ! This day all people could the more funny and the biggest lie if it's a funny one for the amusement of everyone and the brands isn't left behind !

So to show you how it can be manage by brand we had selection five examples of this year jokes that makes us laugh.

1. The RATP the transport service in Paris decide to play with the different name of the Subway's stations ! So funnily the station named « 4th September » is called for one day « 1st april » and « Alexandre Dumas » was called « Trois mousquetaires » (Three mousquetaires). People finds it very funny and share on the

social networks selfies or pictures they took directly on the subways. That was a very good way to communicate and to make people love and interact with the Brand.

2. Burger King, the famous fastfood brand had done a fake publicity [video](#) which present the new product of burger King : the single fries ! A very good idea that makes laugh the customer and that totally is on the same way of communicate of the brand. The video is catchy and they push far the joke (different size of the lonely fries, the preparation of it etc...) which even more funny this way !

3. Even if the day is funny, the associations can be the one who can do a joke with « dark humour ». That's what has done the BLOOM association, an ecologic association which have done a [video](#) where 1st april will no longer have « Fish april ». A good way to make us remember that our oceans can loose their population and that it's important to act right now. Perfect timing and way of communicate.

4. WaterAid, a tampon brand decide to take away the taboo about women's period and made fake adds for the « Manpons » the first tampon for men only ! The [adverts](#) was post on 375 shopping centers and had made it's little impression.

5. Bathstore, english seller of bathroom brand, have made a fake [advertisement](#) for the new fake application : « Silent Loo ». An application who can help you to go to the toilet and make your deal in silence without the shame of being heard by someone on the others room and without wasting water.

If this kind of articles are interesting make us know on the comments below ! You can also comment if you have something to say or another joke to make us discover.

**Kicktheweb Team**