

THE FACTS, PLEASE. JUST THE FACTS.

**58% PREFER  
STRAIGHTFORWARD  
FOR ONLINE AND  
MOBILE ADS**



**42%  
PREFER FUNNY**

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While 58% prefer straightforward ads over funny ones online and on their mobile devices, we don't think it has anything to do with how great someone's sense of humor is – or is not. When online and on mobile, everything is fast. Read email, respond, read, respond, search, play a game, text, read an article, send an email, text, read an ad, find a restaurant, read another ad, make an occasional phone call – all in just a matter of minutes. So maybe in the hurried context of online and mobile ads, recipients just want to get through it, with just the information they need. North Americans, however, prefer ads that make them laugh (56%) over those that are straightforward (44%). So, marketers, is there a way to please 100% of your ads' readers by being both straightforward and funny? A challenge, indeed!

#### About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at [ipsosopenthinkingexchange@ipsos.com](mailto:ipsosopenthinkingexchange@ipsos.com).

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