

Adding Humor

1. Add Humor to an Explainer Video

The Original Text:

The world is experiencing a media revolution. The top of the advertising food chain, TV, print and radio, is being replaced by an entirely new world, the digital world.

And, a new world means new everything. New formats, new channels, new screens, new devices and so on.

To fulfill this new found hunger for content, the creative species has never been so much in demand. Unfortunately for the hungry clients, a talented creative can be quite an elusive animal, often hiding in the most unusual of places.

[Company Name] helps to address the limitation and frustration linked to the accessibility to those creative and facilitates the working process between both sides.

Our Revised Version:

(In the voice of Sir David Attenborough)

(A picture of Earth from space)

Our planet is experiencing what experts call, a “media revolution.”

(Pic of a lion pacing the savanna)

The traditional top of the advertising food chain--TV, print and radio...

(Massive school of fish swimming in unison—an awe-inspiring sight)

...is being replaced by an entirely new world, the digital world. And a new world means new everything:

(Perhaps some different clips of a coral reef and the creatures living within. Ocean world=digital world because new and slightly ‘alien,’ colorful, hard to comprehend at a glance.)

new formats, new channels, new screens, new devices and so on.

(The lion pounces and misses.)

Life in this harsh new media environment is far from easy.

(The lion paces)

To survive, this marketing professional must seek out a suitable creative mate, one that possesses the artistic skills and online know-how the professional's business requires.

(A creature camouflaged or hiding in an unusual place, such as a chameleon or a stick insect.)

Unfortunately for our clients, a talented creative can be quite an elusive animal, often hiding in the most unusual of places.

(Footage of a guide/explorer hiking through the jungle. The footage begins full-screen, then pulls back so we can see the video is embedded in the home page of the site.)

This is where [Company Name] comes in. As expert guides and matchmakers, we can not only locate the best, most colorful creatives

(A second video starts on the "Hire" side, featuring bird mating dances, monkeys grooming each other...any obvious mating/bonding process.)

but also facilitate the mating process, to the great satisfaction of both parties.

2. Rewrite a Kickstarter Video for Clarity and Humor

The Original Script:

1. Hi, I'm [Name] and I am [Name]. We would like to introduce you to our project for mobile devices [Game Name]. We believe this is a unique MMORPG! Why?

2. Well, just imagine a game where everyone matters. Regardless of player level he will find him or herself useful in any multiplayer aspect of the game. Level difference will not stop players from enjoying a game while playing together. And this ... this is what will allow you to play with you family, friends or coworkers, together, no matter how new they are to the game.

Imagine a game where clans are real co-op builder settlements, where people combine their affords towards common goals, where craft items are in high demand at any level. And let us to share one secret with you about your phone:

Each phone lives a little elf network to which the phone is an airship in the world [Game Name]. Unaware of the Easten host phone, your elf perceives your decisions about his fate and actions as their own. And only depends on you, you will become for him the patron or evil fate. It's your decision, but it is his story!

3. The backbone of the team's top [Company Name] avid gamers. We love to play board games, MMO games, but all games. We do not just make games, we play them, we live them. And this is why we only interested to make innovative and player

orientated games. Our goal is to give players absolute freedom of playstyle. Choose what kind of game [Game Name] should be, and game will adjust to your desires. Should it be mainly arcade? Or rpg? Town manager or even trade simulator? It is your path. From a scratch, we made new unconventional game mechanics to make sure that such flexibility will be possible. We never accepted the common opinion that it is unrealistic to make a game equally appealing to casual and hard-core players. We proved to ourselves that we were right. Our game designers spend weeks testing different concepts using board games variations of [Game Name] to polish our ideas. And now we spend countless exciting hours, making most amazing unorthodox online game for mobile platforms.

6. [Company Name] independent, indie multinational team with headquarters in Canada. Most of us have more than 4 years of experience in game development. Our team consists of more than a dozen experts, animators, artists, programmers, game designers and marketers. We are all from different countries and put into play their sweat and blood of all-just because we believe in our boundless idea!

7. Today, we present you with our game on KickStarter because we want to work on the game full-time, and release it as soon as possible. We still have quite a few ideas that we would like to use [Game Name], but they all require a lot of work and time. And that's what people from around the world to help us develop the game keeps us strength.

8. We invite you to see all that we have. Check out the arts, check out our trailer, read all the information about the game and ask any questions, and if you feel that this project is special like we think about it and it has to be created, please support [Game Name] and back us on KickStarter.

Our Revised Version:

A: Hi, I'm [Name].

D: And I'm [Name].

A: And we'd like to share with you a little secret about your smartphone. [hold up phone] There's a net elf living inside here. And there's a net elf in your phone, too.

D: [tapping smartphone] Hello...?

A: Everyone's phone has a net elf! But they're not aware that they're living in our phones. They exist in their own reality, a dimension that we call [Game Name]. In [Game Name], [hold up phone] this isn't a phone—it's actually an elf's fusion-powered sky ship.

[gameplay]

A: The elves use their sky ships to explore, fight air pirates, trade, defend their settlements, and just enjoy the clear sky. They're completely unaware that their beloved ships are just our smartphones, or that we're the ones who decide their

fates. So it's up to you what your net elf does. You can be his savior or his curse. Your decisions become his story.

D: [Game Name] features unconventional game mechanics completely unlike any you've ever seen or played before. Imagine a game where every player matters, regardless of his or her level. In [Game Name], everybody can take part in every aspect of multiplayer encounters. No more grinding for experience—no more waiting for your allies to level up so you can play together. You can play with friends, coworkers—your grandma—any time you like, no matter how advanced in the game they may be. [Game Name] gives you truly radical freedom in a unique universe.

A: We here at [Company Name] are avid gamers ourselves. We play board games, card games, every kind of video game—even Minesweeper. [embarrassed] Sometimes.

D: We don't just make games: we live gaming. And that's why we're only interested in making truly innovative, player-oriented games.

A: Our goal is to give you the freedom to choose what kind of game [Game Name] is for you. Do you want to just jump in and play arcade-style, or get immersed in a RPG? Do you want to captain the mightiest ship in the air, manage a town, or run a trade simulation? It's your game. Play what you like, when you like, and the game will adjust to your style.

D: And not only can you what you like, you can play with who you like. [Game Name] goes way beyond traditional online gaming “clans.” If you and your friends like playing together, you can create your own cooperative settlement, where you all combine your efforts to reach shared goals. Build together, gather resources together, and upgrade your settlement together, for the benefit of all. What's more, you can form five-person battle squadrons, and you're free to belong to as many squadrons as you like. These squadrons don't just let you fight alongside your friends, they take combat to a whole new level, giving you tactical opportunities that far exceed those of single-player mode.

A: At [Company Name], we have never accepted the commonly held opinion that you can't make a game that appeals to both casual and hard-core players. With [Game Name] we've proved it's possible. Our designers polished our ideas and tested our concepts using board game versions of [Game Name]. Based on their findings, we now spend countless hours each day creating content for this unique game available for mobile platforms.

D: [Company Name] is an independent, multinational team with headquarters in Canada. [A holds up little Canadian flag] Our team consists of a dozen gaming experts, animators, artists, programmers, game designers, and writers with many years of experience in gaming and game development. All of us, all around the

world, have worked our hearts out on [Game Name], because we genuinely believe that you are going to love this game.

A: We love it so much that we want to work on the game full-time and release it as soon as possible—that’s where you can help. We’re presenting [Game Name] on KickStarter because we still have tons of ideas that will make [Game Name] even better, but they all require a lot of work and time and, you know... money. So we invite you to see all that we have to offer.

D: Check out the art, watch our trailer, read all the information about the game and ask us any questions you wish. If you want to fly an sky ship from your phone and customize our game to your heart’s content, then please support [Game Name] and back us on KickStarter. Thank you!

3. Add Jokes and Sarcasm to a Youtube Script

The Original Script:

What Men Want is a 2019 American fantasy comedy movie. In this video, let’s take a look at some What Men Want easter eggs and trivia.

1. This is loose remake of the 2000 movie What Women Want, starring Mel Gibson and Helen Hunt. It’s pretty much just a gender-swapped version of that movie.
2. The main star of this movie (Taraji P. Henson) is actually a big fan of the original movie. She has stated that it’s one of her all-time favorite comedies.
3. We see a photograph of Muhammed Ali in Ali’s apartment. This definitely makes sense because Ali’s dad owns a boxing gym. Furthermore, Ali said that she wanted to be a boxer when she grew up. Later in the movie, we also see a photograph of younger Ali reading a Muhammed Ali book. Ali probably got her name from Muhammed Ali.
4. In the elevator, Brandon talks about a “Gaga” video. He’s definitely referring to Lady Gaga here. Lady Gaga is an American singer, songwriter, and actress.
5. There’s a bunch of easter eggs in Nick’s office. He has a lot of autographed sports memorabilia. Including Larry Bird and Dominique Wilkins’ jerseys.
6. Will’s son Ben puts Ali’s underwear on his head and says: “Welcome to Wakanda.” This is a reference to the 2018 movie Black Panther. The underwear kind of looks like Black Panther’s mask. Furthermore, Wakanda is the fictional African nation where the movie takes place in.
7. When Ali first gains to ability to read men’s thoughts, we hear

thoughts from a bunch of random guys on the street. One guy says that Keaton was the best Batman. Another elderly man called Ali Oprah.

8. Brandon says: "I thought black people stopped drinking tea after Get Out." This is a reference to the 2017 movie Get Out. In that movie, the main character Chris, is hypnotized by a teacup and a silver spoon.

9. Sister calls Ali's ability The Shine. This is a reference to the 1980 movie The Shining. In that movie. "The Shine" is a fusion of telepathy and clairvoyance. It gives people the ability to communicate with others using the mind, and allows them to see things that have happened in the past, or will happen in the future.

10. At the poker game, one of the guys says: "I'm missing Real Housewives." Real Housewives is a US media franchise that consists of several reality TV series broadcast on Bravo.

11. A lot of famous people appear as themselves in the movie. There's Lisa Leslie, Mark Cuban, Shaquille O'Neal, Grant Hill. John Collins, Devonta Freeman, Karl-Anthony Towns, and Adam Silver.

12. Additionally, lots of famous athletes were mentioned in the movie's dialogue as well. There's Jackie Robinson, Tom Brady, Steph Curry, and Serena Williams.

13. This is director Adam Shankman's first rated R movie. His other movies have been either rated PG or rated PG-13.

14. The movie takes place in Atlanta, Georgia. That's actually where the movie was filmed in real life as well. The movie was originally set in Chicago, but director Adam Shankman suggested filming in Atlanta instead.

15. Furthermore, director Adam Shankman has confirmed that this movie is not connected to the original movie in any way. It doesn't even take place in the same setting, and none of the characters in that movie will appear in this movie.

16. Several cast members have worked together on previous movies. For example, Taraji P. Henson and Aldis Hodge were both in the 2016 movie Hidden Figures.

17. Additionally, Pete Davidson and Tracy Morgan were both cast members on Saturday Night Live at one point.

18. The idea for this remake came from Brian Robbins, the former president of Paramount Players. Brian Robbins was also the one who suggested Taraji P. Henson for the lead role.

19. The movie had a budget of \$20 million. This is significantly less than the \$70 million budget of the original What Women Want movie. The movie is actually projected to make about \$18-20 million in its opening weekend alone.

20. The movie's producers already have several ideas for a sequel. For example, one idea was that the kid would get the ability to read other people's minds. A lot of the cast members have stated that they

would be interested in coming back for a sequel or spin-off.

Well, that's it for this video. What did you think of *What Men Want*? Let me know your opinion in the comments below. Also, let me know which is your favorite remake of a comedy movie?

If you enjoyed this video make sure to leave a like, and subscribe for more videos. Also, don't forget to turn on notifications for my channel so you never miss a video. Thanks for watching, and I'll see you in the next video.

Our Revised Version:

What Men Want is a 2019 comedy directed by Adam Shankman. If that title sounds familiar, it's because this is basically a gender-swapped take on the concept from the 2000 film, *What Women Want*, starring Mel Gibson, back when he was considered a hot leading man, and not just to the holocaust denier demographic...

Taraji P. Henson stars as Ali, a fast-talking sports agent who has so much trouble connecting with men that it keeps her from making partner. After drinking some sketchy tea from a fortune teller, she awakens with the ability to hear the thoughts of the men around her (and yet somehow this movie is only rated R). She immediately begins to use this power to manipulate the men around her to further her career, with hilarious results.

Let's take a look at some pop culture references and easter eggs you may have missed, and some trivia about the film.

Since this movie is about a pro sports agent, it's not too surprising that there are athletes in it, but they really went out of their way to load it with so many pro athlete cameos that it looks like an Espy Awards show. Lisa Leslie, Shaquille O'Neal, Grant Hill, John Collins, Devonta Freeman, and Karl Anthony Towns all appear as themselves, as do NBA team owner Mark Cuban, and NBA Commissioner Adam Silver. As if that wasn't enough, they name dropped everyone else they could, including Jackie Robinson, Tom Brady, Steph Curry, and Serena Williams.

And the pro athlete references don't end there.

In Ali's apartment, we see a photo of Muhammed Ali, and in a later scene we see a younger Ali reading a book about the boxing great. We are told that her dad owns a boxing gym, and she states that she always wanted to be a boxer—so this is not so much an easter egg as it is a solid right cross to the audience about the origin of her name.

Still more sports references can be found in the office of Ali's coworker, Nick Ivers, which is loaded with sports memorabilia, including signed jerseys from NBA all-stars Larry Bird and Dominique Wilkins. The real easter egg here, however, is the actor portraying Nick himself—Brian Bosworth, or “The Boz” as he was known during his linebacker days with the Seattle Seahawks. The Boz had to retire from the NFL after only two seasons, but he continues to come off the bench as an actor.

Since we are on the subject of actors as easter eggs themselves, another character in the film, Skip Davis, is portrayed by Richard Roundtree. Is just being the original Shaft enough to make you an easter egg?

There are a lot of other pop culture references beyond sports. For example, Ali's neurotic assistant, Brandon mentions a Gaga video—referring to American singer-songwriter Lady Gaga, no doubt. After learning about the tea that gave Ali her powers, Brandon quips, “I thought black people stopped drinking tea after “Get Out”—referring to the hypnosis scene in the 2017 Jordan Peele film.

Right after she develops her amazing power, the minds of random guys on the street provide us with some other funny references. One man asserts that Michael Keaton was the best Batman—which I'm sure is upsetting to Christian Bale—and another refers to Ali as Oprah... which is just a shot at old people, I guess?

Sister, the fortuneteller hilariously played by Erykah Badu, calls Ali's power “The Shine” at one point, and for those of you who are not Stephen King fans, this is a callback to the 1980 movie, *The Shining*, based on King's 1977 novel of the same name. Ali's power is kind of similar to the skills of Danny, the clairvoyant, tricycle-riding tyke in the film, but without all the murderly axe-play and frost bite.

Just like *The Shining*, this movie also has an adorable little kid. Ben, played by Austen Moore, is the son of Ali's love interest, Will, played by Aldis Hodge. After the two adults sleep together, little Ben puts Ali's panties on his face like a mask and says “Welcome to Wakanda”. That, of course, is a reference to the fictitious African nation that is home to Black Panther, in the Marvel movie of the same name.

Ali's skills really prove their worth during the poker scene. She not only learns who is bluffing, but also about the secret love of one of the players for *Real Housewives*, the Bravo network's reality show franchise.

Just like the top-rated *Real Housewives of Atlanta*, *What Men Want* was set and shot in Atlanta, Georgia. The script originally placed the story in Chicago, but director Adam Shankman suggested the shift to the Peach State.

This is Shankman's first R-rated film—his previous turns in the director's chair gave us *The Wedding Planner*, *A Walk to Remember*, and the 2007 version of *Hairspray*. Shankman wanted to be clear that this film is NOT a remake, and is not connected to *What Women Want*—important info for all the folks writing fanfiction on this... don't want to violate the canon...

The idea for this non-related re...do..thing came from former Paramount exec Brian Robbins. He also suggested Taraji P. Henson for the lead role.

Some of the folks working on this film have worked together before. For example, Henson worked with Aldis Hodge on the 2016 feature, *Hidden Figures*, and cast members Pete Davidson and Tracy Morgan know each other from their time together on *Saturday Night Live*.

Despite the star power of the cast, they managed to get the film made for a mere \$20 million—remarkable when you consider that *What Women Want* cost \$70 million to make nearly 20 years ago. They must have gotten a real deal on catering...

In its opening weekend, *What Men Want* was projected to make between \$18 and \$20 million, and if it continues to see strong ticket sales, the producers have several ideas for sequels, because the people are clamoring for more mindreading films, apparently. One suggestion was that the little boy, Ben, will somehow get the ability to read minds like Ali, and hilarity would ensue. Many of the cast have stated they would be interested in a sequel or spin-off, because... actors have mortgages and stuff...

Ok, that's it for this video. What did you think of *What Men Want*? Let me know your opinion in the comments below, and also let me know which is your favorite remake of a comedy.