



**GET READY TO**



**OUR TOP 17  
LIGHT BULB  
& OTHER GREAT**

**JOKES ON:**

**MARKETING, WEB, SEARCH & ADVERTISING**

1

How many creative directors does it take to change a light bulb?

Does it have to be a light bulb?

2

Where is the best place  
to bury treasure?

**Page 2 of Google. Nobody  
will ever look there.**

3

How many account executives does it take to change a light bulb?

**None.**

**There's no money in the budget for light bulbs.**

4

A web programmer's wife sends him to the store with instructions: "Get a loaf of bread... and if they have eggs, get a dozen."

He comes home with a dozen loaves of bread and tells her, "They had eggs."

5

What do you get when you cross  
a Penguin and a Panda?

**Lower Rank.**

6

How many union electricians  
does it take to change a light  
bulb at Javits?

**That's not funny.**

**Well... maybe it's a little funny.**

# 7

## Art Director's Reality:

**If three designs are shown to the client, your least favorite will be chosen.**

**If two designs are shown, a third will be requested. If provided, then one of the first two will be chosen.**



8

The more detailed a  
FAQ section is...

**The less likely it has the  
answer to your problem.**

9

To steal ideas from one source is called plagiarism.

To steal from many is called blog research.

10

How many search optimizers does it take to change a light bulb?

Just one, but it's gonna take about 3-6 months to start to see the light bulb change. And that light bulb's pretty high up there. Are you sure you wouldn't rather change 10 easier-to-reach light bulbs?

## Healthcare Advertising Rules:

**First, convince the reader that they have the disease they are reading about.  
Second, that it is curable.**

12

All of my mommy's  
imaginary friends...

... are on something  
called "Facebook."

13

An SEO expert walks  
into a bar...

... bars, tiki bar, beer  
garden, lounge, night club,  
tavern, pub, watering hole,  
alehouse, vineyard...

# Advertising Terms Defined:

**NEW:** Different color from previous design.

**ALL NEW:** Parts not compatible with previous design.

**YEARS IN DEVELOPMENT:** We finally got one to work.

**ADVANCED DESIGN:** We have no idea how it works.

**REDESIGNED:** Previous flaws fixed . . . we think.

**MAINTENANCE FREE:** Impossible to fix.

**RUGGED:** Too heavy to lift!

**LIGHTWEIGHT:** Lighter than rugged.

**ENERGY SAVING:** When the power switch is off.

15

How many social media marketers does it take to change a light bulb?

It's not about the change. It's about engaging people in conversations about the change.



The Optimist says:

“The glass is half full.”

The Pessimist says:

“The glass is half empty.”

The Marketing Executive says:

“Your glass needs re-sizing.”

17

How many web developers  
does it take to fix a light bulb?

None. It probably has something  
to do with your version of IE.

 **AND HAVE A GREAT DAY!**

We'll be here all week, helping companies just like yours to develop creative solutions that generate sales and drive growth.

Give us a call today, because the success of your brand is no laughing matter.

**908.534.9044**



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