

Six of the wittiest graphical marketing campaigns

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The most powerful gift a **designer** can give a **brand** is the gift of someone else's time. Being able to stop someone in their tracks with a powerful message is the gold standard that many strive for but few can achieve. We took a look at six **brands** that made us do more than a double take with their witty graphical campaigns.

Echoing the old saying from Roy Walker of the UK game show Catchphrase "Say What You See", in this **IBM** ad from 1981 Paul Rand was way ahead of the emoji trend, having phonetically illustrated the **IBM** logo with pictograms, and even encompassing the trademark stripes into the **design** of the bee.

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In 2005, Channel 4's in-house agency 4creative had a stroke of genius when it came to announcing that the final episode of Friends was to air on the following Friday.

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Another campaign by 4creative but this time promoting Channel 4's fly-on-the-wall series 'Seven Dwarves' involved a mini-billboard.

Anthony Nolan, the blood cancer charity, incorporated the matching of coupled letters into its logo, representing matched donors to recipients - while sporting the tagline 'Be a match, save a life'.

This smashing window display for **Apple** was **designed** for the launch of iPod Hi-Fi, emphasising the power of the sound by simulating the breaking of the glass.

It is hard to miss this towering coffee pot street lamp, erected to highlight a free coffee promotion by McDonald's.

When it comes to **branded** vehicle **design**, Fed-Ed is way ahead of the pack as demonstrated by this creative paint-job depicting the **FedEx** truck ahead of the competition.

The images featured were from [A Smile in the Mind: Witty Thinking in Graphic Design](#) by Beryl McAlhone, David Stuart, Greg Quinton and Nick Asbury published by Phaidon.

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