

Humor is the Fuel for Happiness

How Brands Can Lean into
Levity in Messaging

Holler x #SMWONE x  SUZY

Foreword



You'd think, with society in a state of confusion and uncertainty due to the impact of Covid-19, that the state of human emotions would be anything but sunshine and roses. We were of that belief too, until research proved us so very wrong.

In studying human behavior, both on public social channels and in private messaging, an eye-opening trend was revealed.

People are expressing happiness and positivity more than any other emotion, even during a global pandemic.

Even in a time where we're required to wear masks to enter a local grocery store, and have been confined to our four walls (in close confines with our families) for months on end - we're expressing positivity everywhere online.

And humor is helping to fuel that happiness. It's been proven that humor can help alleviate anxiety and stress, and is a mechanism used to help fuel happiness among peers.

In this research piece, we will explore how people are expressing positivity in their communications, both online and in messaging, and how humor is helping to foster this positivity.

We'll also discuss how brands can give people more tools to fuel happiness and positivity with the use of humor.

Read on!

People Want to be Happy



Happiness is the most widely expressed emotion in messaging, even as our country faces an unprecedented pandemic.

When comparing April to February, happy chat is up **50%**.



The term **happy** is up **59%** at the end of April as compared to the end of March

March

April

*Holler platform data from March 26-April 26 2020

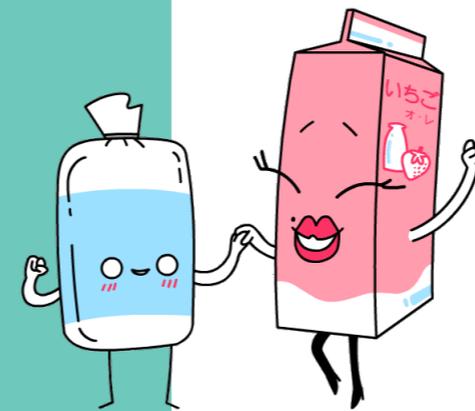
Positive Content is Shared Often in Messaging

Holler content is created based on emotion and sentiment most often used in messaging. Positive content is widely shared by the masses.

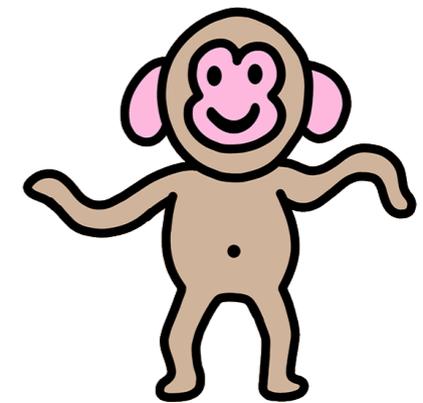
*Holler platform data from March 26-April 26 2020



Share rate: 4.88%



Share rate: 4.28%

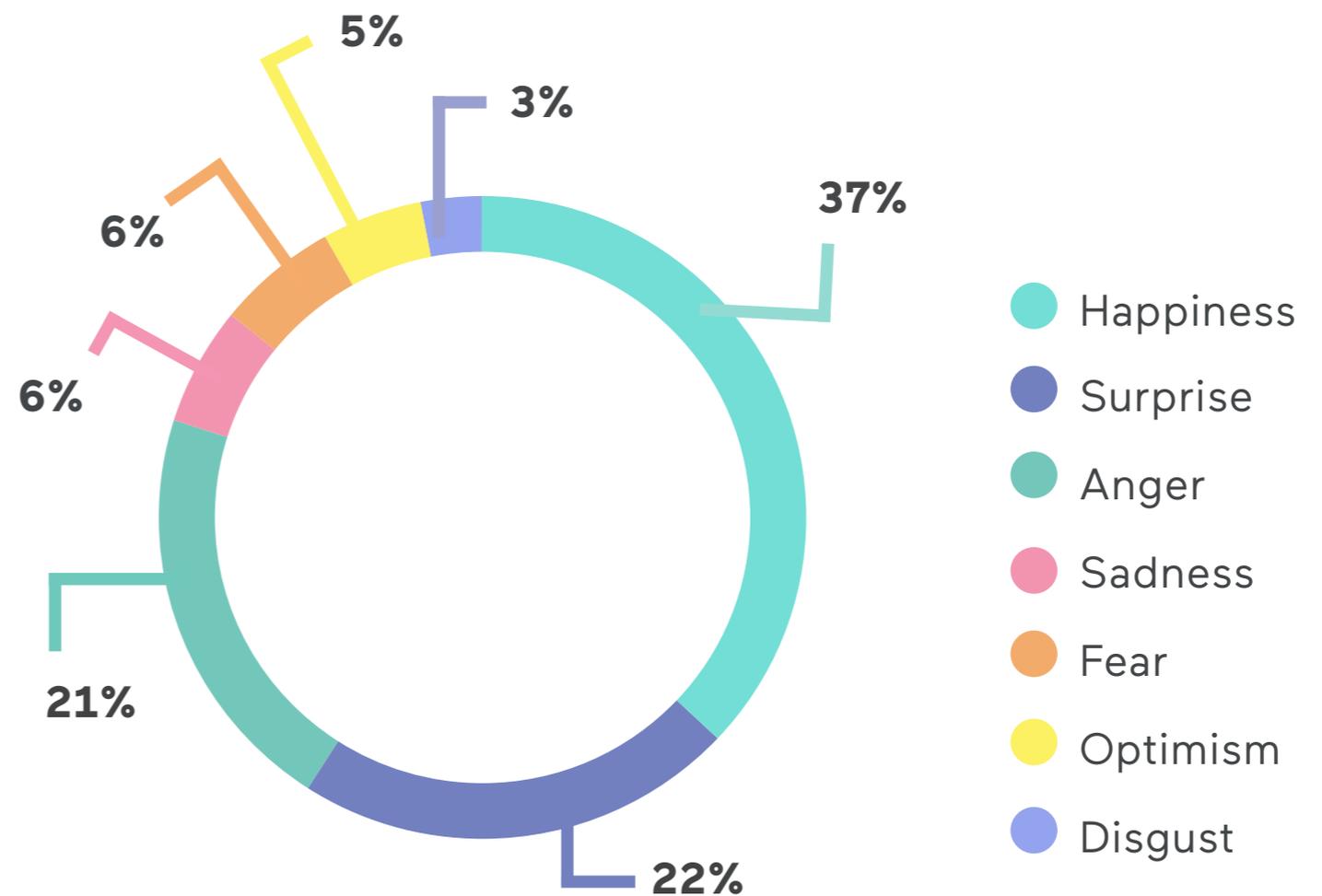


Share rate: 4.28%

People are Expressing Happiness on Social Media too



Surprisingly, the emotion expressed most on Twitter is happiness, even in the midst of Covid-19.

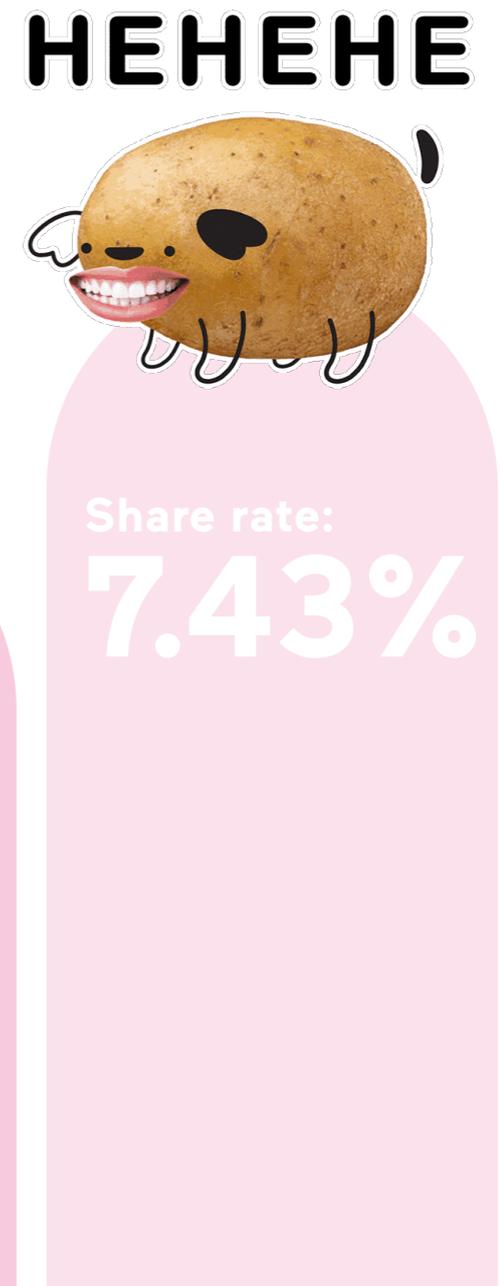
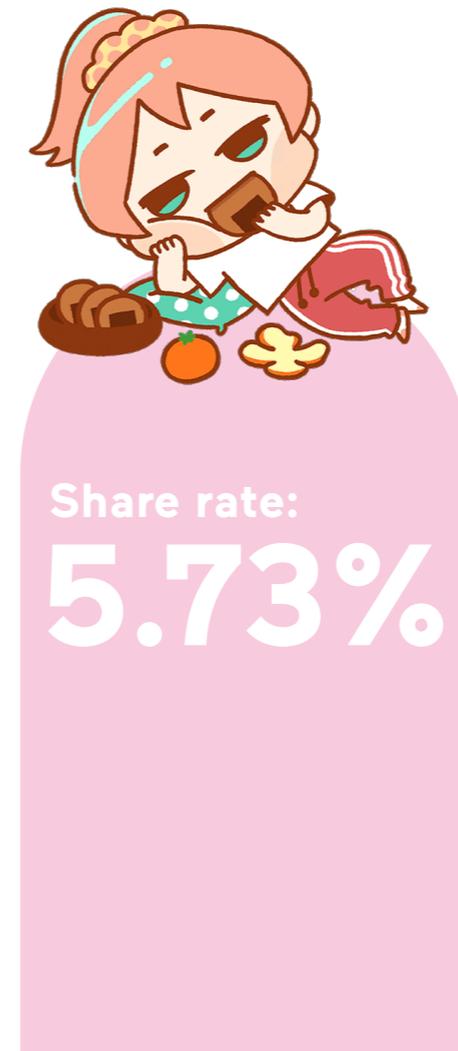
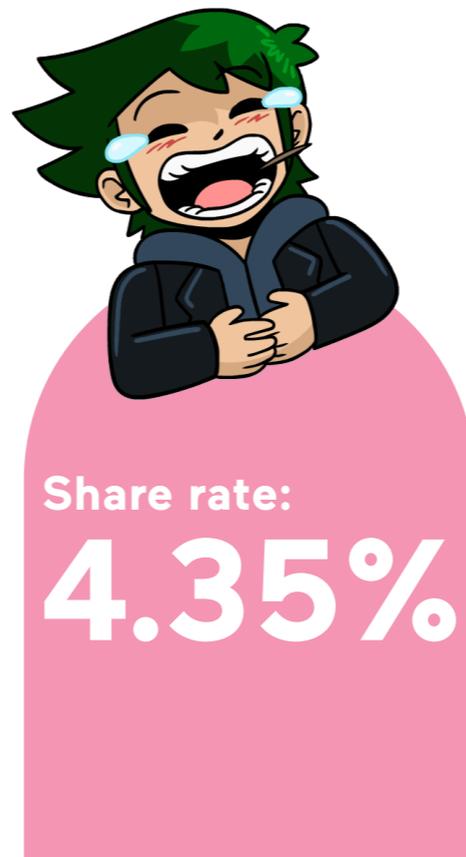


*Twitter sentiment data from March 26-April 26 2020

Humorous Content Helps to Fuel Happy Convos



Funny content is highly popular in the Holler platform, and “**LOL**” is consistently a top trigger word.



*Holler platform data from March 26-April 26 2020

People are Using Humor to Connect Digitally

It's been proven that humor is oftentimes used as a coping mechanism. It helps people relate to each other and diffuse negative situations.

We surveyed people to discover how humor plays a role in their lives, even during Covid-19.



Do you agree with the following statements?

Total Participants: 527

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree



*Suzy Survey data collected in May 2020

Levity Helps People Cope in Tough Times



82% of respondents said humor helps them cope in tough times

73% said they use humor to help other people overcome difficulties

94% of respondents said they're using humor the same or even more than they were pre-Covid-19!

*Suzy Survey data collected in May 2020



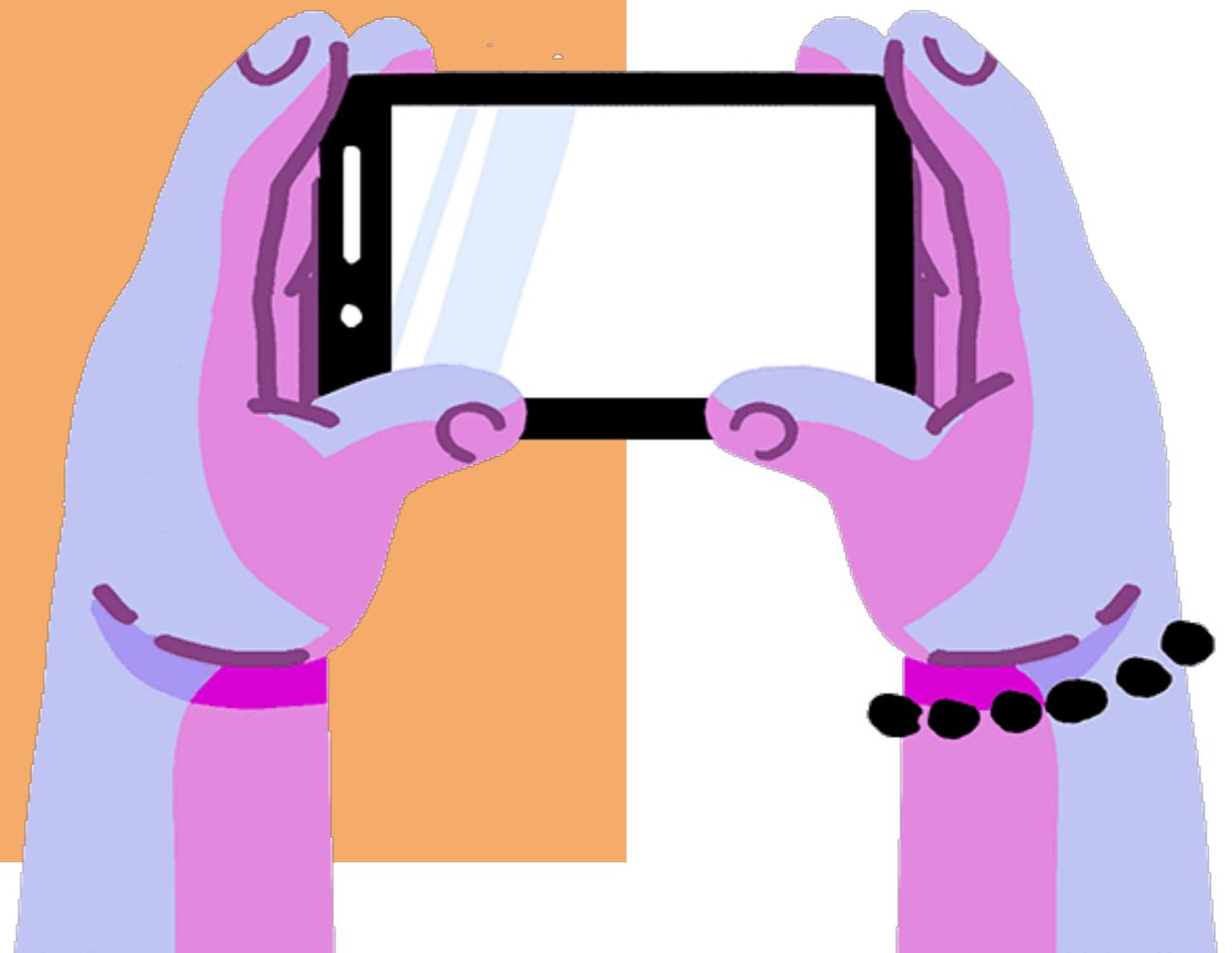
Funny Content is Being Shared Constantly Among Peers



69% share humorous content online, most often (60%) in messaging

73% are happy to see funny content in their social feeds

*Suzy Survey data collected in May 2020



Humorous Content is Shared Most Often in Messaging

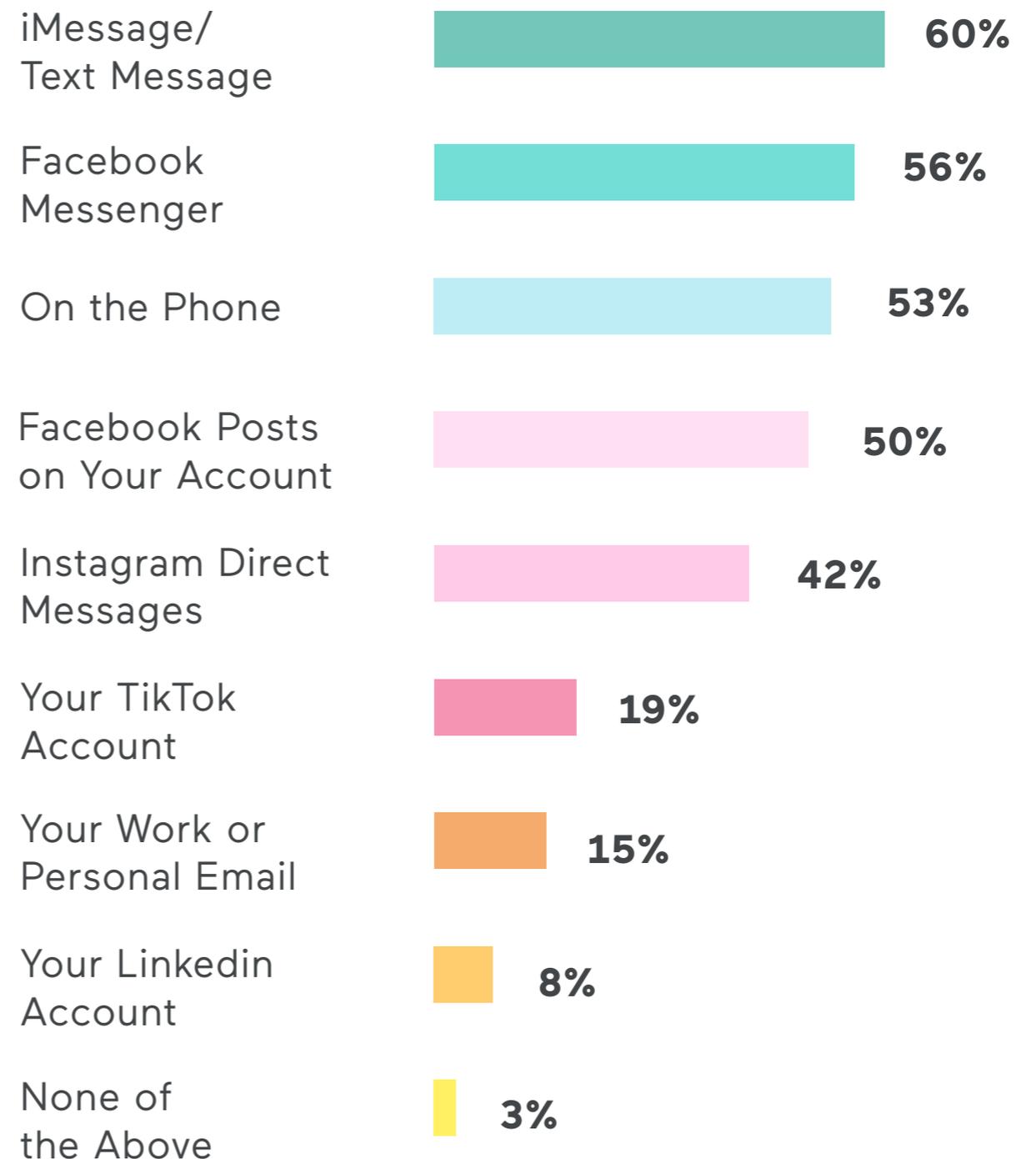


Why?

Well, the Holler 2020 State of Messaging Report states that **73% of people are their most authentic selves there.**

*Suzy Survey data collected in May 2020

During COVID-19, where have you generally shared funny and humorous content with friends? (check all that apply)



Funny Ads from Brands are Welcome

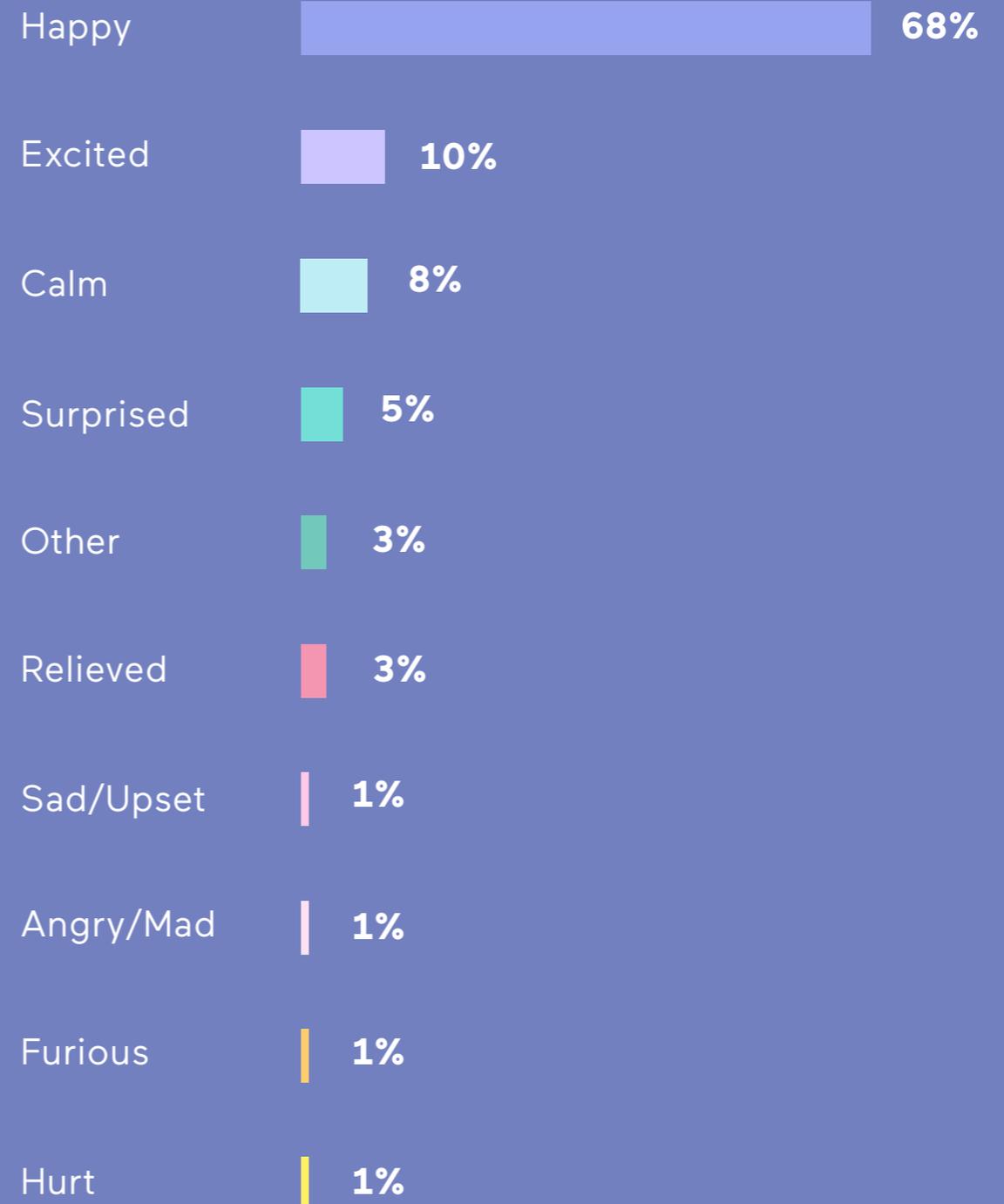


When it comes to advertising,
78% of people said funny ads
make them feel happy or excited.

And our Holler data shows **70%**
of people say they would share
branded content they thought
was funny or cool.

*Suzy Survey data collected in May 2020

How did the funny ad make you feel?



Brands Can Lean on Levity to Join the Conversation

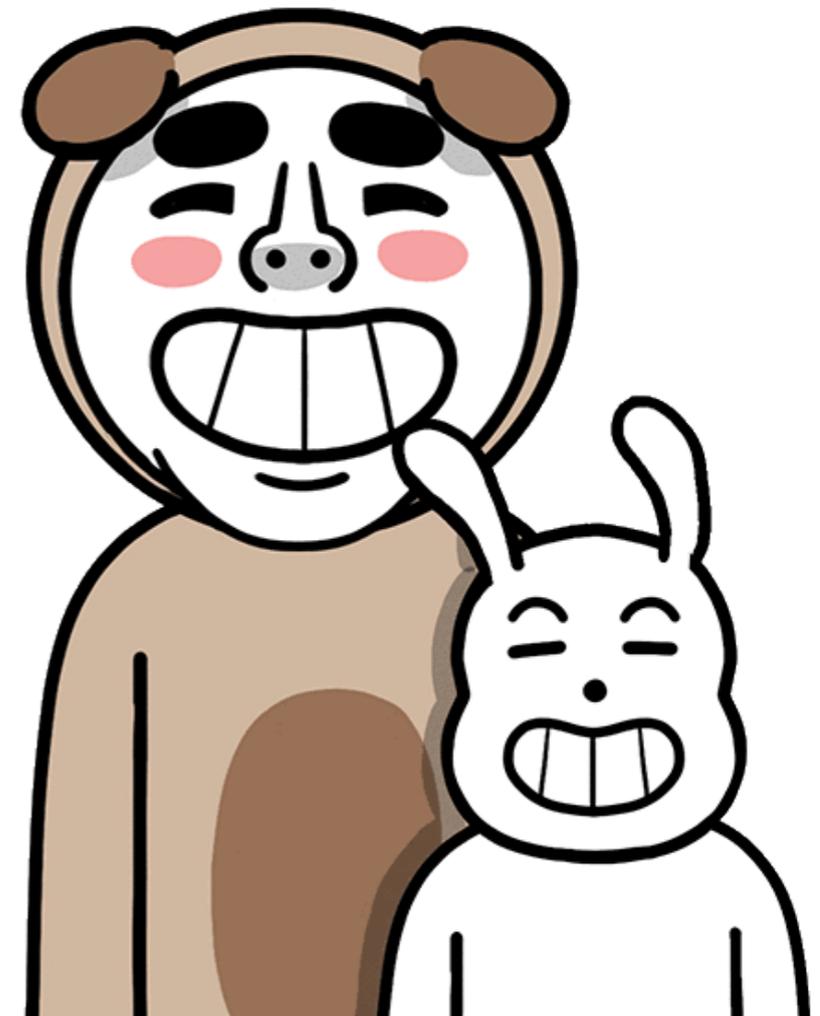


It's obvious - people need a laugh now more than ever. And the way brands approach humor now will determine how they're perceived in the future, long after Covid-19.

Messaging is the perfect place for your brand to use humor to reach people without being insensitive.

To find out more about how your brand can become part of the conversation, get in touch!

team@holler.io



Methodology



Holler and SMW partnered with Suzy to survey 500 adults in the U.S. about how they express humor in digital communications and how that behavior has evolved during COVID-19.

Respondents were served a series of multiple choice and open-ended questions. Suzy then compiled the data for use in this research report.

Our data science team also observed Twitter behaviors by sentiment and emotion in a highly-relevant and targeted time period between March and April 2020. This data was aggregated to reveal top sentiments being expressed on social media.

Additional pieces of data around Holler's content usage and share rates were extracted from our platform.

Holler

Content for messaging,
right when you need it

holler.io