

LAMPOONING LATTE: TOWARD A THEORY OF SPOOF ADVERTISING¹

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Abstract

Parody or spoof advertising is as old as advertising itself. However, the rise of consumer generated content and its rapid diffusion has created a veritable epidemic of spoof ads aimed at companies and their brands. Marketers, faced with a loss of control over their message, are left wondering why some brands are mercilessly ridiculed while others seem impervious. In this paper we address the central question: “which brands are most at risk of being parodied, and why?” To this end we develop a theory of spoof advertising based on the literatures of satire and caricature. We then apply the model to a well-known spoof ad to illustrate the theory’s explanatory power, and discuss avenues for future research.

Keywords

Spoof, advertising, creative consumers, caricature

Track

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