

Comedy Case Study: Hormel Foods

The audience: 100 Hormel sales reps

The challenge: Customizing some material specifically to the company. I was told in advance that the sales reps “have heard every SPAM joke under the sun.”

The result? Comments from Hormel: It went GREAT - a lot of comments on how Craig tailored his jokes to Hormel. He teased folks in HR and Sales...fresh stuff about SPAM - all the stuff Craig did she had never heard before.



A small sampling of those jokes:

Man, airport security has sure gotten tight since Christmas. Last week I was going through security and they pulled me aside because they said they thought I was trying to smuggle on some explosive devices. It was just a couple cans of Hormel chili.

Rejected names for Spam, bad product ideas, ad campaigns that never took off, it's all here. This is the worst of the worst:

Create a cartoon character named SpongeMeat SquareCan

Create a store brand version of Spam just called Pork Gelatin.

A couple of rejected names and slogans:

- The real Piggly Wiggly.
- I can't believe it's not pork!

If you ate paste when you were a kid, we've got the meat for you!

Spam – the original mystery meat

Hormel – over 100 years of trying to fit a square pig into a round hole

Product spin-off idea: Spray can version of spam like EZ Cheese

Another rejected name: Frankenmeat

Some more slogans: We canned the hog so you can hog the can.

Spam – what would happen if meat and Vaseline had a baby.

Spam – try it fried, try it on a sandwich, try it on a dare

Hormel Foods – where a spam filter is just part of the canning process (I think it's that part that picks out the veins)

Here's an ad idea from the 1980's: music video with Huey Lewis singing "It's Hip to Be Square"

Dinty Moore Beef Stew – sealed for your protection

Spam – it's good to the last drop

If you enjoy Spam Singles...you probably are.

Spam singles – because no one should have to eat a full can

Spam – it's like Beyonce, but with more butt and more jiggling

It's not just Steak in a Can, it's Pig Pate!

Spam – featured on NBC's Fear Factor

Spam – what would happen if Willy Wonka made meat

Spam – we're like Head Cheese's hot friend

Spam - from the same state that brought you Lutefisk!

Want a show customized for your group or industry? Contact Craig Allen at 612-554-5243 to discuss!