

2021

CORPORATE

Humor  **Awards**

Winners

Presented by Humor That Works
www.thehumorawards.com

Organization Nominations

Works with a Smile Award (Humor and Execution)

For the company that uses humor to increase productivity, relieve stress, and get more done. Examples include: intentionally taking fun breaks to recharge, gamifying work, or finding the fun in any activity. Share a specific example of how the nominee company used humor to increase productivity.

Organization: Care/of Vitamins

Execution: Vitamin packs with personalized packaging

Sources: <https://takecareof.com/promise>

<https://www.buzzfeed.com/emmyf/this-service-sends-personalized-vitamin-packs-to-your-door>

Care/of Vitamins company sends your vitamins to your door with personalized quotes and messages on the packaging based on your profile data and lifestyle, to make taking daily vitamins enjoyable.

Organization: Cobblestone Car Wash

Execution: Car Washing with a little help from the kids

Sources:

https://www.reddit.com/r/interestingasfuck/comments/mat66c/this_carwash_installed_water_guns_for_the_kids_to/

A carwash company installed water guns for customers, bystanders and children to play with as the car is going through the wash, to make the process (and waiting for your parents car) more fun!

Organization: Google

Execution: Offside Football Museum launching

Sources: <https://artsandculture.google.com/partner/museu-do-futebol>

https://www.youtube.com/watch?v=HW2U0tb_TGc

Technology company Google launched an 'empty' museum and crowd sourced it to tell the story of women's history in Brazilian football. The museum gathered stories and pictures to show the bravery of the women who played football during the period of prohibition.

WINNER: Cobblestone Car Wash

What the judges liked about this:

"I LOVE how one simple addition to a car wash can change the tone of this routine experience into something playful. It also gives the kids a task that isn't screaming inside the car while you go through a car wash."

"The interactivity of this car wash was brilliant!"



Funny Innovator Award (Humor and Thinking)

For the company that uses humor to enhance problem solving, improve creatively, and think outside the box. Examples include: using humor to warm up before brainstorming, trying unique or interesting ideas to solve problems. Share a specific example of how the nominee company used humor to enhance problem solving.

Organization: Bread and Cie Café

Thinking: Baguette Helmets and CARBside pickup solutions for customers

Sources: <https://breadandcie.com/the-cafe/>
<https://www.youtube.com/watch?v=6onK0qxm82s>

Bread and Cie Café in San Diego created the world's first baguette helmet, CARBside pickup (instead of CURBside) and life-sized muppet creatures at tables to ensure safety and distancing requirements in an effective way. As the owner says, "the way I see it, if you can't be profitable, at least be funny. And during these times, we really cannot be profitable."

Organization: Counselling with Mike

Thinking: Therapy with pop culture and games

Sources: <https://counsellingwithmike.com.au/>
<https://www.facebook.com/CounsellingWithMike/>

Mental Health Counsellor Mike in Perth, Australia is a 'nerd' therapist who uses pop culture and role playing games like Dungeons and Dragons as a creative way of doing group therapy.

Organization: Duke University Libraries

Thinking: Library Takeout new system

Sources: <https://library.duke.edu/>
<https://www.youtube.com/watch?v=e1iGEM9NMFM>

Duke University Libraries uses an illustrative video to solve the problem of training students on a new library takeout system. The video shows how you can get the books and things you need and is thinking outside the box on how to teach students something new (who are dealing with lots of new information already).

WINNER: Bread and Cie Café

What the judges liked about this:

"Fun visuals that the customer can interact with in person are engaging and effective teaching tools at the same time."

"C'mon..... baguette helmets?!? The BEST!"



Mark as Always Read Award (Humor and Communication)

For the company that uses humor as a way to improve communication skills. Examples include: using funny email subjects to get people to read email, interesting metaphors to help ideas stick, or use of images in presentations to keep people's attention. Share a specific example of how the nominee company used humor to improve communication.

Organization: Tackle Can Wait

Communication: Youth tackle football is like smoking

Sources: <https://www.tacklecanwait.com/>
<https://www.youtube.com/watch?v=GC11XtxuQk0>

Tackle Can Wait is a foundation raising awareness about concussions and created a PSA comparing youth tackle American football to smoking in an effective way. The video communicates that the longer you do tackle football, the greater the risk.

Organization: Yellowstone National Park

Communication: The right way to wave to other travelers (and bison)

Sources: <https://twitter.com/YellowstoneNPS/status/1283821507689488389?s=20>
<https://ftw.usatoday.com/2020/07/yellowstone-tries-humor-to-teach-safe-distancing-behavior-bison-travel>

Yellowstone National Park uses a visual guide (with humor!) to show how to wave and safely distance from other travelers and bison. Spoiler – you should not wave to the bison.

Organization: City of Toronto

Communication: Littering says a lot about you

Sources: <https://www.boredpanda.com/anti-littering-ad-campaign-toronto-livegreen>

The City of Toronto, Canada Livegreen program engages the community by arranging pieces of trash already found on the ground in a clever way to advertise against littering. Anti-littering trash talk if you will.

WINNER: Yellowstone National Park

What the judges liked about this:

“The visual is clear, and the humor is apparent.”

“Thanks to them I will not get eaten by a Bison!”



Everybody Loves Them Award (Humor and Connection)

For the company that uses humor to build relationships with coworkers, clients, and everyone in between. Examples include: always taking time to get to know people, asking interesting questions to learn more about others, or facilitating exercises that bring people closer together. Share a specific example of how the nominee company used humor to build relationships.

Organization: RevLocal

Connection: 23 Questions with Aaron Boggs

Sources: <https://www.youtube.com/watch?v=ovfWNHlvXQE>

RevLocal digital marketing company uses an interview-style video as an interesting way to connect with and get to know their President, Aaron Boggs. Some of the questions reveal the leadership and company culture, like “what are you most known for?” and “what’s the craziest thing that happened in this office?”

Organization: We Rate Dogs

Connection: Celebrate Good Dogs and create ‘The Dogs of 2020’

Sources: https://twitter.com/dog_rates

https://www.youtube.com/watch?v=2I_haW_2YHc

We Rate Dogs rates and celebrates good dogs online. They compile videos posted by dog owners around the world and connect with people by creating videos like ‘The Dogs of 2020’. Enough said.

Organization: New Jersey Lawyers Assistance Program

Connection: Lawyer Well-Being Week with Laughter Yoga

Sources:

<https://mcusercontent.com/348abb8b1ff037a84f0bfb1f8/files/e00986b3-bab0-4a25-ad96-5f756bdc6925/themedaysuggestions.pdf>

<https://www.youtube.com/channel/UCb0KoTmDC2hZ3sZ0iS2vFIQ/videos>

The New Jersey Lawyers Assistance Program helps lawyers with training, support and resources on career concerns, stress, anxiety and more. The program runs a Well-Being Week in May every year and provides a plethora of free resources including free Laughter Yoga Classes, and encourages all lawyers to take time off to implement humor and laughter into their practices.

WINNER: New Jersey Lawyers Assistance Program

What the judges liked about this:

“I loved the variety of ways the NJ Lawyers Assistance Program--a career defined by high-stakes, high stress situations--is attempting to help the field evolve toward more positive, laughter-generating conditions.”

“They display a concerted, regular effort to connect with and show concern for their staff.”



Lincoln Leadership Award (Humor and Leadership)

For the company that uses humor to strengthen leadership, create a compelling vision, or align teams. Examples include: using humor to decrease tension, diffuse conflict, or motivate others. Share a specific example of how the nominee company used humor to strengthen leadership.

Organization: Comedy Cures

Leadership: Laughter Summit

Sources: <https://www.comedycures.org/the-laughter-summit>

The Comedy Cures Foundation took the leadership in building a full week of humor activities to celebrate National Humor Month. The five-day virtual programming event featured 15 inspiring live sessions from 29 humor thought leaders and 15 hilarious comedians. Health and wellness, lifestyle, humor, and medical experts shared tips, techniques, and effective strategies to enhance life, relationships, performance, and overall well-being. Each day, participants dove into fun and fascinating topics with leading experts who will demonstrate their most effective strategies to increase your laughter, comedy, joy, and positive productivity in your home and work life.

Organization: F. Hoffmann-La Roche

Leadership: Global culture webcasts hosted by puppet commentators

Sources: Internal

F. Hoffmann-La Roche is a Swiss healthcare company whose Culture Coalition team is known for leading with a smile. The culture team runs their global webcasts on delicate topics with animations and even puppets who provide commentary to decrease any potential tension. In one of the recent webcasts, a senior leader jokingly admitted that he prefers a hamburger over sushi, so the culture team sent him a hamburger Christmas ornament for the holidays.

Organization: Geico Insurance

Leadership: Tag Team Helps with Dessert

Sources: <https://www.youtube.com/watch?v=vDAg3VkJPg8>

Geico Insurance continues to create a compelling vision and motivate us to talk about insurance with this comedic commercial. The company's leadership style has involved humor (and lizards with English accents) for years and years, and the company skillfully makes a traditionally boring insurance product more playful.

WINNER: Comedy Cures

What the judges liked about this:

"This company has a strong focus on comedy for a purpose of uniting members of the team (not just to be compelling or sell more product)."

"What a great way to bring awareness to a cause"



Individual Nominations

The Humor Appreciator

For the individual who enjoys the humor of everyday life, whether that's always watching something funny or always a bright smile in your day. Share a specific example of how the nominee appreciates humor in the work they do.

Individual: Saranne Rothberg

Appreciation: Comedy Cures Foundation to laugh away the chemo pain

Sources: <https://www.comedycures.org/>
<https://ncsd.org/dont-let-cancer-break-your-funny-bone/>

Saranne Rothberg does so much more than just appreciate humor, but her laugh is one of the best things about her humor work. When she was diagnosed with stage IV cancer, she threw herself a "chemo comedy party" as a way to laugh away some of the pain. It worked. It's been 22 years, 3 surgeries, 44 radiation treatments and too many chemo cocktails since her all-night comedy marathon. She is now considered cancer-free. And at least twice a day she surrounds herself with comedy as a tribute to Norman Cousins and all the comics who have given her her life's mission at The ComedyCures Foundation.

Individual: Mary McCarthy

Appreciation: Enjoys the everyday life of being Not Engaged

Sources: <https://www.marymccarthyactress.com/blank>
<https://www.insider.com/how-not-engaged-instagram-personality-spends-valentines-day-2020-2>

Mary McCarthy is a 31-year old New Yorker who appreciates the everyday joys and humor of being not engaged. After a few too many bridesmaids adventures (and expectations), Mary made an Instagram account dedicated to her single life. Documenting the highs and lows of her un-bejeweled left hand, Mary's NotEngaged account caught international attention after it was highlighted by The Skimm, Good Morning America, Rachael Ray, Sunrise Australia, and many more media outlets..

Individual: Hansquatch (and his Mom) Redditer

Appreciation: Finding the humor in free technology support

Sources:
https://www.reddit.com/r/ContagiousLaughter/comments/k3d5pc/reddit_meet_my_mom_smartphone_illiterate_but_an/

This son and mother combo truly appreciate the everyday life. The son is finding joy in doing free tech support for his mother, and the mother has one of the sweetest and most endearing laughs you will ever hear.

WINNER: Hansquatch (and his Mom) Redditer

What the judges liked about this:

"Because I hope my son Becket will help me while we laugh like that :)"

"That mom's laugh!"



The Humor Curator

For the individual who likes to collect and share the things that make them laugh with other people, whether that's a funny meme, a clip from a TV show, or jokes and stories they've picked up along the way. Share a specific example of how the nominee shares humor with others.

Individual: Meghan B Kelly

Curation: Favorite memes of 2020

Sources: <https://www.wbur.org/artery/2021/03/10/covid-pandemic-memes-internet-moments>
<https://twitter.com/meghanbkelly/status/1369401545696161794?s=20>

Meghan Kelly curates her favorite memes throughout the year 2020 to bring levity to others. She also goes the extra mile to include the memes that almost made the cut.

Individual: Jen Monnier

Curation: Songs with 20 second choruses (that are not Happy Birthday)

Sources: <https://twitter.com/JenMonnier/status/1234532567610605568>

Jen Monnier is a freelance Science Journalist who curates a list of songs with roughly 20 second choruses to sing while washing your hands to encourage thorough cleaning, and for all of us who were tired of singing Happy Birthday to ourselves over and over again.

Individual: Adriano Lanzilotto

Curation: Insurance and Risk Management humor before a virtual event

Sources: <https://www.linkedin.com/feed/update/urn:li:activity:6711290909427859458/>

Adriano Lanzilotto is an insurance professional who curates some industry specific humor leading up to a virtual conference. A creative way to engage and network with other people leading up to an event, and an example of how you can find humor in all situations (even the 'serious' industries).

WINNER: Adriano Lanzilotto

What the judges liked about this:

"I think of the field of risk management as the very opposite of humor. Adriano has proved me wrong. I especially love humor that's field-specific and filled with insider jokes where some of the laughter comes from one's tongue being firmly in cheek: "can you believe that we're doing this?" :)"

"Adriano curated and also created a really attractive delivery PPT!"



The Humor Creator

For the individual who does a great job creating humor in the world around them and crafting it in such a way that other people can enjoy it. Share a specific example of how the nominee created humor to show to others.

Individual: Jeff Harry

Creation: Rediscover Your Play videos poking fun at life

Sources: <https://www.youtube.com/watch?v=kdz9TCK15c0>
<https://www.youtube.com/watch?v=QHLFSnAAC5g>

Jeff Harry creates videos almost every day that satirize and poke fun at daily life and the world situation, like exercise and 90s music. He makes his audience laugh and many are grateful for his perspective.

Individual: Maggie Johnston

Creation: Interactive resume for a Marketing job

Sources: https://twitter.com/maggie_j12/status/1369105259864395776?s=09

Maggie Johnston is an aspiring Marketer who creates an interactive resume for a job posting. A creative and playful way to improve the standard application process. PS She got the job.

Individual: CGP Grey Youtuber

Creation: Humor for explanation - How to be a Pirate

Sources: <https://www.youtube.com/watch?v=3YFeE1eDID0>
https://en.wikipedia.org/wiki/The_Invisible_Hook

This educational youtuber from the UK creates a video that illustrates and cleverly summarizes the text from the book The Invisible Hook - The Hidden Economics of Pirates.

WINNER: CGP Grey Youtuber

What the judges liked about this:

"CGP combines creativity with high production value (despite the stick figures) so it stays with you, which is always a win."

"I can totally relate to all of his content"



The Humor Performer

For the individual who is the consummate humor performer, they know how to speak in such a way that other people hang on their every word. Share a specific example of how the nominee delivered humor that others enjoyed.

Individual: Michael McAdam

Performance: Safety presentation with physical humor

Sources:

https://www.reddit.com/r/nextfuckinglevel/comments/ki1b99/flight_safety_measures_explained_in_humour/

This Westjet Airlines flight attendant makes the flight safety presentation easier to digest for passengers. He uses lots of physical humor (in English and French) and makes a memorable performance.

Individual: Rod

Performance: Millennial problems videos

Sources: <https://www.tiktok.com/@rod>

<https://www.tiktok.com/@rod/video/6953633833770044678>

Tiktok performer Rod focuses on millennial problems and mashes them with popular songs from middle school to joke about the corporate work life.

Individual: Lisa Fey

Performance: FunkQuest improvised discussion

Sources: <https://www.youtube.com/watch?v=Ms0BCwtdYns>

Lisa Fey is a speaker who was crowned Champion Funkster for FunkQuest virtual UK season 3. FunkQuest is an interactive discussion show where contestants (Funksters) can pick their own questions, they just don't know what they are. They then have a minute to share their own experiences, be insightful, make us laugh (or cry even).

WINNER: Michael McAdam

What the judges liked about this:

"I have seen variations of the "airline announcement" done differently before. This flight attendant has taken this genre to a whole new level--he has smashed together world-class miming with the job at hand. Listening to those on the flight bawling with laughter more than proved the point."

"My stomach still hurts"



The Humor Engineer

For the individual who strategically uses humor to solve problems, whether that's making their own work more fun or getting past a sticking point. Share a specific example of how the nominee used humor to overcome a challenge.

Individual: Mike Nemeth

Engineering: Engineering photoshoot models

Sources: https://medium.com/@mike_emblem/is-it-ok-to-have-fun-yet-a679c2e6198b

Mike Nemeth is the CEO of apparel company Emblem Athletic in the US, and he used humor to 'solve' the problem of not having models for their company photoshoot.

Individual: Catie Osborne

Engineering: Humorously deal with ADHD

Sources: [https://www.tiktok.com/@catieosaurus?](https://www.tiktok.com/@catieosaurus?is_copy_url=1&is_from_webapp=v1)

https://www.tiktok.com/@catieosaurus/video/6950838079124999430?is_copy_url=1&is_from_webapp=v1

Catie Osborne helps people humorously deal with ADHD and communicates mental health topics. She finds a funny way to share the challenges of ADHD and normalizes it.

Individual: David Matthew Prior

Engineering: Strategically coach clients

Sources: <https://www.youtube.com/watch?v=z5oB9KXKYRA>

David Matthew Prior is a leadership coach who uses humor strategically with his coaching clients. He incorporates levity as a way to engage his clients, facilitates improv exercises to teach key ideas, and is quick to use humor as a way to tell people a hard truth that they need to hear.

WINNER: Catie Osborne

What the judges liked about this:

"Catie's playful tone and jokes set a whole new standard for this specific audience. That she manages to do this and combine it with information that is incredibly tailored, useful, and insightful for those with ADHD--and those who need more empathy and understanding about it--pushed her into pole position for me."

"She made the topic of ADHD accessible, and fun. I seriously got sucked in and spent a good 11 minutes scrolling her TikTok"



The Humor Advocate

For the individual who creates the space and encourages the use of humor, for themselves and for others. Share a specific example of how the nominee built a stronger, more positive community using humor.

Individual: Marie-Amelie George

Advocating: Dog students doing class work

Sources: <https://twitter.com/ProfMAGeorge/status/1250496857505218564>
<https://www.goodmorningamerica.com/living/video/photos-dogs-work-absolutely-adorable-76716049>

Professor Marie-Amelie George makes the space for students to enjoy her class and use humor by asking students to send photos of their dogs doing class work. It's an under-appreciated photography genre, yes!

Individual: Hugops around the world

Advocating: Encouraging empathy when websites go down

Sources: <https://twitter.com/hashtag/hugops>
<https://www.protocol.com/enterprise/oral-history-hugops>

Hugops is the story of the software engineers who keep the cloud running and encourage people to support others when websites go down. They created their own culture of empathy and made time and space for it when nobody else cared.

Individual: Kathy Klotz-Guest

Advocating: Humor in Leadership and Business

Sources: <https://www.youtube.com/watch?v=hVbM4EfmDMA>
<https://www.youtube.com/watch?v=QivEO2zGc58>

Kathy Klotz-Guest is a speaker and author who advocates for more humor in leadership and improvisation in business.

WINNER: Marie-Amelie George

What the judges liked about this:

"I gave Marie-Amelie the top mark for this category because it was a great example of "let's just try something different." If I were a student in her classes, I would feel at ease, that this semester would be fun, and that I'd actually want to learn what she teaches. Those are no small accomplishments."

"Teachers are super hero and Dogs are the BEST - this is a win win!"

