

USING HUMOR IN ADVERTISING DHL, one of the world's leading logistics companies, has gained attention not just for its shipping services, but also for its clever and humorous advertising strategies. One of DHL's most famous humorous campaigns involved disguising packages in boxes branded with the logos of its competitors, like UPS and FedEx. Unlike traditional courier brands that rely on serious and technical messaging, DHL takes a bold, light-hearted approach. This method has both benefited and challenged the brand, which follows a more professional and straightforward advertising style.