# Companies unleash creativity with April Fools' Day pranks



As April Fools' Day approaches on 1 April, companies across the United Kingdom and beyond engage in a longstanding tradition of playful deception through whimsical announcements and fictitious products. This annual event is celebrated widely, with everything from high street brands to online retailers crafting elaborate pranks to entertain their customers and generate buzz on social media.

Historically, April Fools' Day has roots that trace back hundreds of years. One notorious prank took place in 1980 when the BBC World Service proclaimed that Big Ben would be converted into a digital clock and renamed "Digital Dave," an announcement that stirred up considerable responses from the public. This year, many household names, including Cadbury, Walkers, and Babybel, joined in, unveiling some of their most imaginative hoaxes.

Walkers chips stirred a mixture of confusion and amusement by introducing a supposed packaging swap between two of its most beloved flavours: Cheese and Onion and Salt and Vinegar. Adverts showcased new blue packaging for the Salt and Vinegar crisps, while the Cheese and Onion crisps appeared in green. Reactions varied widely, with some fans insisting that the original colours were always correct, while others remarked that it had “literally confused the whole of England.”

In a creative twist, Babybel launched a limited-edition wax sleeping bag, intending to give consumers the unique experience of knowing what it feels like to be one of their iconic cheeses, complete with a peelable opening mechanism.

Terry's, renowned for its Chocolate Orange, ventured into the dental care sphere, claiming to have developed a mint chocolate toothpaste intended to appeal to younger generations, an idea that the company noted was met with excitement among 20% of Gen Z and Millennials.

Napolina’s latest creation, giant spaghetti hailed as perfect for bringing loved ones together, sought inspiration from classic cinematic romantic moments. Currys introduced the 'De-Boner,' claimed to be the world’s first fully automated chicken wing de-boning machine, developed in collaboration with Wingstop UK.

Meanwhile, Cadbury UK teased a product called "Creme Egg On The Goo," a condiment made from the gooey filling of their famous Creme Egg, designed for those who may want an unconventional topping for their chips. Branston launched a quirky “tin to tint” bean lip gloss, and Nerds entered the fried chicken game with a chicken tender range infused with their sweet brand of candy, boldly challenging KFC to respond.

Additionally, the Oxford Times highlighted several notable hoaxes from various brands, including Subway's outrageous 'Footlong Sub-in-a-bottle,' which comprises blended versions of its iconic subs, complete with a spokesperson expressing enthusiasm for this new consumption method designed for convenience. Dole Sunshine Company made waves with an announcement of pineapple-flavoured eggs, aiming to infuse breakfast with a tropical twist, while Tim Hortons introduced a Chicken Donut Sandwich, only available to those willing to show kindness.

Wickes presented the karaoke bathroom concept, featuring a shower equipped with a waterproof microphone, built-in screen, and speakers, designed to parallel a concert experience. Heathrow Express also joined the festivities with their ‘Henry Express,’ marketed as the "world’s first spring cleaning train," equipped to tackle messes at high speed.

As various brands enjoy the light-hearted nature of the day, many consumers continue to anticipate and engage in the excitement surrounding April Fools' Day, showcasing the blend of creativity and humour that characterises these marketing strategies.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.rutgers.edu/news/how-did-april-fools-day-get-started> - This article explains the origins and evolution of April Fools' Day, highlighting its historical background and how it has become a day for jokes and pranks.
* [https://en.wikipedia.org/wiki/April\_Fools'\_Day](https://en.wikipedia.org/wiki/April_Fools%27_Day) - Wikipedia's entry on April Fools' Day provides various theories about its origins and gives examples of past pranks, aligning with the practice of widespread joking on this day.
* <https://www.bbc.co.uk/news/entertainment-arts-61265919> - This article might discuss historical April Fools' pranks like the one involving the BBC, although it is not directly included in the search results; you would need to search BBC news for specific April Fools' stories.
* <https://www.walkers.co.uk/> - The official Walkers crisps website might have information about past April Fools' jokes and their involvement in such events, showcasing creative marketing strategies.
* <https://www.cadbury.co.uk/> - Cadbury's official website could include information on past April Fools' products, such as the Creme Egg On The Goo, demonstrating how brands use the day for creative promotions.
* <https://www.currys.co.uk/gb/uk/home.html> - Currys' official website may feature April Fools' content like the 'De-Boner,' reflecting the playful marketing tactics used during this time.
* <https://www.independent.co.uk/news/uk/home-news/april-fools-day-offers-pranks-food-drink-b2725328.html> - Please view link - unable to able to access data