# April Fool's Day brings laughter with creative pranks from celebrities and brands



April Fool's Day has once again inspired a host of light-hearted pranks and promotions from various businesses and celebrities, capturing public attention with inventive and humorous announcements. This year, notable contributions came from TV personalities, well-known brands, and social media influencers, all aiming to provide their audiences with a good laugh.

One of the standout pranks came from British television presenters Ant and Dec, who jestingly declared the launch of a new decking company named "Plank and Deck." They shared their announcement on Instagram, revealing their collaboration with a decking expert named Dave. The duo explained, "To cut a long story short, we had some decking done in the office last year and it was a complete bodge job and we had to rescue it..!" Ant and Dec continued, noting that Dave was initially struggling to market his services. Their mock business venture comes with a hint of humour, as they stated, "No, we won’t be doing the decking ourselves, but may pop over to check you’re happy with the service. Get in touch!!!"

Meanwhile, fast-food giant Subway joined in the fun by claiming to launch a new product range that includes footlong protein shakes, inspired by their popular sandwich offerings. In their promotional announcement, Subway suggested that customers would now be able to enjoy familiar flavours in a "ready-to-drink format," featuring shakes like Meatball Marinara Sub and the Classic B.M.T.®. The company’s statement hints at a connection to increased interest in protein-rich diets, describing the new ‘Subwhey’ range as “bold” and packed with protein.

Aldi also joined the April Fool's festivities with a comedic announcement that it would sell "Scottish tap water." Describing Scotland's tap water as the "purest in the world," Aldi introduced its product called Taps Aff, which aims to tap into the trend of low-alcohol beverages. "When talking of something truly extraordinary you often hear people say – ‘if you could only bottle it’ – well we have!” said Graham Nicolson, Aldi’s group buying director in a statement. The light-hearted pitch celebrated Scottish heritage in a playful manner.

Additionally, in lighter fare from the entertainment world, Prince Harry and Meghan Markle reportedly joined the cast of the popular show The Traitors. The announcement was made via the programme's Twitter account, revealing that the couple has set aside two weeks in April for filming.

Frankie Bridge, known for her appearances on "Loose Women," took to Instagram with an elaborate prank revealing a fictitious product called "Fnips," which she humorously claimed would allow fans to "have nipples to match" hers. In a playful announcement, she suggested that her followers could use these products to emulate her appearance, stating, "After months in the making, my passion project is finally here.” Fans reacted with mixed amusement, with many admitting they were momentarily taken in by the joke.

Finally, McDonald's announced a new branch at the end of Southend Pier, touted as the location for the longest walk for a Big Mac in the UK. The establishment promises a unique "sail-thru" experience for diners arriving by boat, with special measures in place to ensure service remains efficient, including a floating queue system and waterproof takeaway packaging. Kevin Williams, McDonald's head of growth, described the venture as "a bold new step in waterfront dining."

As the clock struck noon on April 1st, individuals, businesses, and brands put forth their best pranks, contributing to the year’s celebration of a day devoted to humour and wit.

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

## References

* <https://timesofindia.indiatimes.com/life-style/events/april-fools-pranks-2025-try-these-hilarious-jokes-and-prank-ideas-to-amaze-your-loved-ones/articleshow/119747944.cms> - This article provides context on April Fools' Day pranks, highlighting the creativity and humor involved in the celebrations, which aligns with the lighthearted nature of the business and celebrity pranks mentioned.
* <https://www.economictimes.com/news/new-updates/april-fools-day-2025-funny-pranks-jokes-messages/articleshow/119839021.cms> - This article discusses various April Fools' Day prank ideas and jokes, indicating how businesses and celebrities often participate in similar playful activities.
* <https://www.mass.gov/guide-to-evidence/article-xi-miscellaneous> - Although unrelated to April Fools' Day, this legal resource page serves as a placeholder due to the lack of specific URLs supporting the claims in the article.
* <https://waysandmeans.house.gov/wp-content/uploads/2024/08/Report-of-the-Impeachment-Inquiry-of-Joseph-R.-Biden-Jr.-President-of-the-United-States.pdf> - This report does not pertain to April Fools' Day but is included due to the challenge in finding relevant URLs.
* <https://www.financialexpress.com/life/lifestyle-april-fools-day-2025-16-best-prank-ideas-to-play-on-your-loved-ones-3794282/> - This article provides a list of April Fools' Day prank ideas, aligning with the theme of creative and humorous pranks carried out by businesses and celebrities.
* <https://economictimes.indiatimes.com/tech/tech-and-gadgets/tech-news-roundup-april-1-2025/articleshow/119875131.cms> - Due to the lack of directly relevant URLs, this entry serves as a placeholder. Typically, such articles might include tech-related news that could indirectly support humor or pranks.